

SHOW

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A National Newspaper for Every Division of the Industry

EXTRA

Automotive Daily News

PASSENGER TRUCK

TIRES

TRACTOR

ACCESSORIES

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N. T. D. A. URGES SIMPLIFIED LINE OF TIRE SIZES

Asks Hoover to Call
Conference on Rub-
ber Situation

CHICAGO, Feb. 2.—Sound-
ing a note of warning that conservation of crude
rubber can be aided considerably by elimination by many
of the present "excessive, unnecessary and wasteful" variety
in sizes and dimensions of tires, the directors of the
National Tire Dealers' Association yesterday afternoon
adopted a resolution calling upon Secretary of Commerce
Herbert Hoover to summon a conference to discuss the
situation from all angles.

The resolution recommended that the conference consist of representatives of the rubber tire manufacturers, the National Automobile Chamber of Commerce, the Society of Automotive Engineers, the National Tire Dealers' Association and allied interests to determine and act on measures that will bring about a simplified line of tire sizes at an early date.

The directors empowered President Herbert Ruhne of Milwaukee to appoint a committee on simplification and turnover, and when appointed to represent the association at such conferences as may be called from time to time and to co-operate to the utmost with the Department of Commerce, the industry, the trade and the consuming public. The session ended this afternoon.

Hudson Will Have Zone Price System

Chicago, Ill., Feb. 2.—It is definitely understood here that by St. Valentine's Day the Hudson Motor Car Company will have put into effect a system of zone pricing that will do away with f. o. b. quotations and will set an individual price in each individual zone. This is a practice that has had much discussion in the industry and as an innovation will be closely watched by other manufacturers.

NASH DEALERS ATTEND LUNCHEON

Chicago, Ill., Feb. 2.—The Nash Sales Company of this city tendered a luncheon to Nash and Ajax dealers at the Congress Hotel this noon. A distinguished array of speakers from the factory organization addressed the gathering. Charles W. Nash, president of the company, told of the accomplishments of the past year and the plans to make 1926 the biggest year in Nash history.

In addition to Mr. Nash, W. H. Alford, vice-president, spoke and so did J. T. Wilson, vice-president

Attendance Records Broken at Chicago

Chicago, Feb. 2.—Attendance records for the Chicago Automobile Show have been broken twice, it was announced yesterday. Thirty thousand people jammed the Coliseum Saturday and 50,000 Monday for the show.

SENATOR DEFENDS FEDERAL ROAD AID

Necessity for Country,
Says Fess of Ohio;
Figures Given

Washington, Feb. 2.—The balance of the Federal Aid Fund available for new projects as of December 31 is given as \$119,771,201 in a statement issued today by the Bureau of Good Roads of the Department of Agriculture.

The statistics further show that 16,017.2 miles of roads are now under construction in the various states and Hawaii costing \$385,565,266.84, and of which \$164,547,107.97 in Federal aid was allotted.

A total of 1,794.3 miles of road projects have been approved for construction at an estimated cost of \$44,688,129.78, of which \$15,355,546.19 in Federal aid has been allotted.

Projects completed between June 30, 1925, and December 31, 1925, are given as totaling a cost of \$101,326,796.31, of which \$48,046,798.42 in Federal aid was allotted. These projects covered 5,078.3 miles.

In connection with consideration by the House of the agricultural bill, carrying the roads appropriation for the next fiscal year, Senator Simeon D. Fess of Ohio, hit back at proponents of the movement to scrap the Federal aid policy of the government which he declared would be "nothing short of national disaster."

The senator stressed the following points:—

1. From the constitutional standpoint Federal aid is clearly a government obligation as it is vitally linked up with national defense, transmission of the mails, the furtherance of commerce between the states and the promotion of the national welfare.

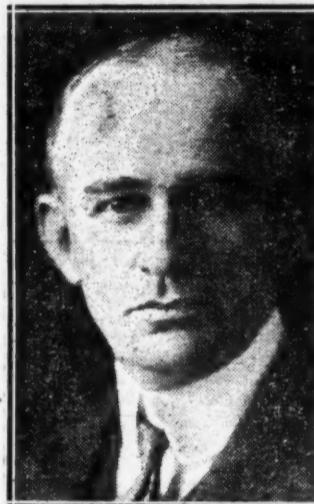
2. It is no wise a discrimination against weaker states but a fitting appropriation to a public necessity, indisputably national in character.

3. The benefits from government cooperation are national and not sectional, and every state takes advantage of every cent available under the law. The Eastern states benefiting even to a greater degree because of their dense population.

4. Federal aid has not led to extravagance nor has it tended to undermine state and local initiative, the latter fact being shown by figures showing that of the Federal aid system, hitherto completed the states have built independently more miles of highway than they built with the help of funds from the Treasury.

5. The policy assures that the building of interstate roads will continue on a high plane of standardization.

and assistant manager, E. H. McCarthy, general sales manager, spoke on sales policies and plans and George C. Hubbs, general sales manager of Ajax, also addressed the meeting. About 230 dealers were in attendance, the unusually large number indicating the prosperity of the Nash organization in this territory.



C. B. Warren Elected President of N. A. D. A.

Chicago, Ill., Feb. 2.—At the meeting of the National Automobile Dealers' Association, held at the Hotel La Salle this afternoon, Charles B. Warren, president of the Warren-Nash Company of New York, was elected president of the association for the ensuing year. Mr. Warren has been a vice-president of the N. A. D. A. and has been very active in its affairs.

At the same time, William L. Hughson of San Francisco was elected first vice-president of the N. A. D. A.

N. A. D. A. ELECTS OFFICIALS AND HOLDS BANQUET

Trade Days at Show Result in Much Business

CHICAGO, Feb. 2.—Over eight hundred members of the National Automobile Dealers' Association, assembled this afternoon in the La Salle Hotel and heard Charles E. Gambill, president, welcome them to the meeting.

Following him, James H. Collins, made a brief address on "Where Are the Profits for 1926"? Harry M. Fancher, who was to speak on fixing the profit goal for the coming year, was detained in California by illness.

After the election of officers, which gave the association as its two chief officials for 1926, Charles B. Warren of New York, president, and William L. Hughson of San Francisco, first vice-president, the party adjourned to the grand ballroom for the annual banquet and trade frolic.

Warren E. Griffith of Toledo was toastmaster, and presented the new officers to the members. Harry T. Gardner did a comedy sketch for the group on "Introducing America's super-super motor car, the super-asinine." Dean Ralph Heilman of the School of Commerce, Northwestern University, closed the affair with a short talk on business ideals.

Turning to the Coliseum, we see the show sessions at the half-way mark. It is possible now to record something of the results to date and compare them with the New York accomplishments. Observation of the size and tempo of each day's crowds and of the activities at the booths, and conversations with numerous company officials, all indicate that great things are being done here this week.

Attendance, as near as can be gauged, has been running at about the same volume as seen at New York, and considerably ahead of past years in the Coliseum. Business, as expressed in concrete retail and wholesale orders, however, is apparently bettering even the high mark made in the Grand Central Palace.

The two trade sessions, Monday and Tuesday from 10 a. m. to 1 p. m., saw the transaction of a gratifying volume of business between manufacturer and selling organizations. They witnessed, too, the renewing of old friendships on an extensive scale, and the further cementing of trade relations by friendly meeting and intercourse.

LUXURY TAX

Washington, Feb. 2.—A luxury tax of 6 per cent. upon imported cars has just been submitted to the finance ministry of the Netherlands.

OPEN HOUSE FOR OAKLAND-PONTIAC MEN

Chicago, Ill., Feb. 2.—Open house for visiting Pontiac-Oakland dealers will be held all week by the Sales Development Department, the Service Department, the Field Accounting Department, the Used Car Division and the Advertising Department, in the headquarters of the Oakland Motor Car Company on the fifteenth floor of the Blackstone Hotel.

11TH AUTO SALON VIES WITH SHOW

Exhibition of Custom Bodies Attracting Interest

Chicago, Feb. 2.—As a companion attraction of the National Show in the Coliseum, the 11th Annual Automobile Salon at the Drake Hotel has been sharing show week interest. The salon is an exhibition of custom coach work from the shops of American and European body builders displayed on some of the finest chassis produced here and abroad.

Custom body builders showing products of their craftsmanship are Brewster, Brunn, De Causse, Derham, Dietrich, Fleetwood, Holbrook, Judkins, Le Baron, Locke, Robbins and Willoughby.

Creations of these American houses, in addition to examples of coach work by several of the leading European carrossiers, are seen on chassis of the following makes: Cadillac, Franklin, Lincoln, Locomobile, Marmon, Packard, Pierce-Arrow, Wills Sainte Clair, Bentley, Cunningham, Duesenberg, Isotta, Fraschini, Minerva and Rolls-Royce.

This salon surpasses all its predecessors in the number of body jobs shown and in the interest evinced by the public. It is one of the most comprehensive exhibits of custom body work ever assembled and is marked by the introduction of many new styles and tendencies in this field.

PLAN TO EXTEND GARAGE CHAIN

National Garages, Inc., Incorporated for \$500,000

Detroit, Feb. 2.—Having made a success operating public garages during the past year in Detroit, Chicago and Pittsburgh a group of capitalists, headed by practical automobile men, are on the eve of establishing a chain of public garages throughout the country.

National Garages, Incorporated, is being incorporated this week in Michigan with a capital of \$500,000 class A stock and 30,000 shares of B stock.

Roy D. Chapin and Howard E. Coffin, chairman and vice-president respectively of Hudson Motor Car Company; Alvan Macauley, president, Packard Motor Car Company; W. Ledyard Mitchell, vice-president, Chrysler Motor Corporation, are among well known motor people behind the project.

C. B. Van Dusen, president, S. S. Kresge Company; D. Dwight Douglas, vice-president, First National Bank; Frank D. Nicol and F. C. Ford, of Nicol, Ford & Co., with W. J. and H. B. Peabody who founded the Detroit Garages, Incorporated, and other Detroiters in addition to a group of New York, Cleveland and Chicago capitalists will make up the board of directors.

To Accept Spring Stock Tire Orders

Akron, Feb. 2.—Leading rubber manufacturers have decided to accept so-called "spring stock" orders from tire dealers as a means of stimulating sales.

Orders are taken for immediate delivery in most cases under a sixty-day advance billing, dealers being protected on price changes for the next two months. It was explained this practice probably will take the place of the recently eliminated spring dating policy.

The price guarantee is believed to indicate there will be no immediate cut in tire prices. Manufacturers also will be enabled to increase production.

URGES FEDERAL HIGHWAY BOARD

F. B. Sears Asks National Supervision Of Roads

CHICAGO, Feb. 2.—F. B. Sears, president of the Elcar Motor Company, Elkhart, Ind., today in an interview at the La Salle Hotel, advocated a Federal commission for motor car transportation.

So complex and interlocking have become the problems of highway transportation due to the extraordinary growth of the industry, according to Mr. Sears, that the nation's "second line of transportation" must be directed and supervised by a Federal body with well defined powers.

Mr. Sears said in part:—

"Interstate transportation is one of the vital and exasperating issues that concern every citizen of the United States. The railroads function under what is known as the Interstate Commerce Act, why not a Federal commission to supervise the planning, construction and maintenance of all interstate highways?

"True, the government at Washington, through a form of subsidy, has encouraged the building of permanent hard roads by the different states, but as yet no program of definite co-ordination has been evolved.

"The material to be used in important stretches, the width of pavements and other essential specifications are frequently left to the haphazard conclusions of county boards.

"The national character of these through highways frequently has been lost sight of, with the result that pavements of different width—different in practically every essential factor—confront you motorist from state to state.

"Well-paved roads are today as vital to the business and convenience of the country as the railroads. It has been demonstrated that more passengers ride in automobiles than via the rail, and that the tonnage by truck rivals shipments by freight car. There was a day when some states had standard gauged railroads and others the so-called narrow gauged systems. How ridiculous today if such methods applied to our railroads that long since outgrew primitive methods.

"Here are certain obvious suggestions that would receive early consideration from a Federal commission I am urging as a pressing necessity:—

"A—The standardization of width of main interstate roads at forty feet.

"B—The elimination of dangerous grade crossings either at highways or railroads, either steam or electric.

"C—Standard specifications as to material, having in mind ac-

A Week in BERMUDA Will Chase Away That Tired Feeling!



A vacation which offers a complete change of environment is the ideal cure for that tired feeling. And Bermuda offers the ideal opportunity for such a complete change of scene—only 2 days from New York by palatial ocean liners, a wonderful climate of perpetual Springtime—all outdoor sports, including Golf, Tennis, Sailing, Bathing, Riding, Driving, Fishing, etc.—delightful social activity in all the many Modern Hotels and a complete and refreshing freedom from the distracting honks of autos, the shrieks and smoke of factories or the rattle and clanging of trains and trolleys, all of which are absent in the Gem of Winter Playgrounds. Go NOW, and enjoy it all. Sailings twice weekly from New York, every Wednesday and Saturday, via Palatial Twin Screw, Oil-Burning Transatlantic Liners. Tickets Interchangeable.

S. S. "FORT VICTORIA" and S. S. "FORT ST. GEORGE"

Booklets and Further Details,

FURNESS BERMUDA LINE, 34 Whitehall St., New York
Tel. Bowring Green 7800, or Any Local Tourist Agent.

Chicago Show Events

FEBRUARY 1-3

Feb. 1 to 3—Eighth annual convention of the National Automobile Dealers' Association, Hotel La Salle.

FEBRUARY 2

Annual banquet of the National Automobile Dealers' Association, Hotel La Salle. Luncheon of the Flint Motor Company, Gold Room, Congress Hotel. Annual luncheon Willys-Overland Company, La Salle Hotel. Overland Motor Company meeting for dealers and all employees at La Salle Hotel, followed by luncheon. Mr. Willys and Mr. Pebe are expected to address the meeting. Wills Ste. Claire, all dealers at a luncheon at the Drake Hotel. C. H. Wills and A. H. Moorman, vice-presidents, will be among those talking. Banquet Oakland Motor Car Company, Blackstone Hotel.

FEBRUARY 3

Chicago Nash Company meeting at the Congress Hotel. Franklin-Butler Motors, a luncheon at the Drake Hotel for all Franklin workers. Hudson Motor Company dealers' meeting at the Rainbow Gardens for Illinois distributors. Nash Sales Company luncheon for dealers at the Congress Hotel for those from the Midwest. Speakers will all be factory men. Pierce-Arrow Sales Corporation—the factory is putting on a luncheon at the Drake Hotel. All dealers in the company are invited. Many Easterners are expected. Stutz Chicago Company luncheon, Metropole Hotel. Dealers from Chicago territory and some Midwesterners. Addressing the luncheon will be F. E. Moskovich, president; Col. E. S. Gorrell, vice-president; Bert Bingle, service manager; Charles Crawford, chief engineer; and J. D. Struckas, Joliet plant manager. Bird-Sykes Company factory and Western dealers' banquet at the Blackstone Hotel. Speakers will include H. M. Jewett, H. K. Krohn, vice-president of the Paige Detroit Company; W. K. Tamm, advertising manager; William Elliott, distribution manager; C. G. Gaunt, sales manager, and G. Clarke Mather, chief engineer. Preceding the banquet will be a sales conference, starting at 2 p. m., at the Lexington Hotel. Franklin-Butler Motors banquet at the Palmer House for Midwestern distributors. No speakers yet scheduled, but all factory executives are expected. Annual banquet of the Paige-Detroit Motor Car Company. Annual banquet Olds Motor Works, La Salle Hotel. Annual banquet of the Five Hundred Club (formerly Old Timers' Club), Gold Room, Congress Hotel.

cessibility of products used in construction, permanency and ease of maintenance.

"D—A federal code governing the use of highways establishing definite rules governing the operation of motor cars, whether passenger or truck and including laws establishing 'rights of way' for bisecting roads.

"Our main motor arteries even in rural districts are frequently congested because there is only room for two lines of cars, moving only as fast as some slothful driver in the procession cares to go. Ambitious drivers trying to get out of the single file, frequently get into trouble with attendant accidents.

"No main interstate highway should be paved or repaved except at a width of forty feet, thus insuring plenty of room for four lanes of travel.

"Contemplate if you please how much transportation would be 'speeded up' safely by such an arrangement. The present narrowness of our motor highways is one of the greatest contributing causes of accidents.

"Some of our state officials feel that their duty is done when they erect crosses at intersecting highways, marking the spots where fatal collisions have occurred. Throughout all our states there are veritable death traps where highways greatly frequented cross railroads or avenues of motor travel. How much better it would be to deflect or elevate the highway at such intersections. Yes, the construction would cost more money to be sure, but isn't human life, especially in the quantity it has been taken, ever increasingly, worth the added investment in dollars?

"The motor highways through Ohio and some other states are dotted with white crosses, each telling its mute story. How better it would be in a practically humanitarian way to draw a real

lesson from such tragic experiences and eliminate those bloody intersections.

"Only a Federal commission, functioning nationally, could accomplish an improvement so much needed as this. It is certainly high time to make a real start."

I.H.C. Truck Plant At Ft. Wayne Grows

FORT WAYNE, Ind., Feb. 2.—Remarkable expansion of the automobile truck plant of the International Harvester Company was revealed in a report prepared today by Albert H. Schaaf, secretary of the Greater Fort Wayne Development Company, which has co-operated with the harvester company in its development program.

The last twelve months marked an increase of from 1,050 to 1,800 in employees. The payroll was \$1,400,000 in 1924 and \$2,000,000 in 1925. Two new buildings are under construction at a cost of about \$400,000. A city street car line has been extended to the plant and a belt line railroad, recently completed, permits cars to be switched to and from the plant to and from any railroads entering Fort Wayne. The report notes the gift by the harvester company of a ten-acre park to the city.

Seattle Licenses Yield \$1,000,000

SEAUL, Wash., Feb. 2 (U. T. P. S.)—More than a million dollars was collected during December for the new auto licenses at the state capital. This represents a gain of \$167,000 over the same month during the previous year. There was an increase in King county, of which Seattle is the chief part, of almost this amount, there being a lead of \$129,000 over the previous year.

During December the auto licenses for dealers brought in almost \$50,000, and this much more is expected to be collected for dealers to operate cars in the state.

The year just closed cost motorists in Seattle \$101,570 in traffic ball forfeitures, or an increase of over \$25,000 over the previous year. And many persons did not expect their machines to cost so much.

With the coming of the new year many persons waited until the last moment to purchase their new licenses. There were nearly 10,000 in line the day following New Year's, all disgruntled because the machinery was slow, being jammed by the crowd that descended upon the clerks for forms.

\$1,500,000 FOR AUTOS

JAMESTOWN, N. D., Feb. 2.—Nearly \$1,500,000 was spent for automobiles in Jamestown last year, according to figures given by the Jamestown Chamber of Commerce.

Chevrolet Co. Holds Daily Sales Meets

Detroit Show Sets Attendance Record

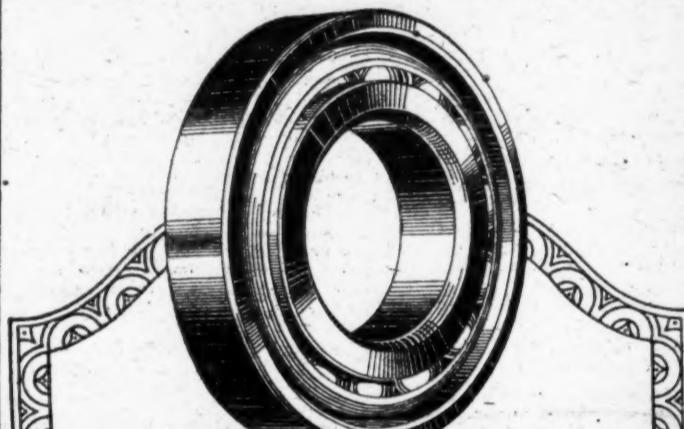
CHICAGO, Feb. 2.—Meetings of Chevrolet regional and sales managers are scheduled for every day this week, some of them in the headquarters of L. K. Cooper, regional manager for the Great Lakes region, in the Wrigley building, and some in the Sherman House. These are part of the comprehensive plan of salesmen's meetings, which will bring together all zone managers and regional managers, a total of thirty-four, and their salesmen as the Chevrolet officials reach different parts of the country. R. H. Grant, general sales manager of Chevrolet, will address the Chicago daily meetings.

The Chrysler-Detroit distributor sold 75 per cent. more cars in January this year than in the best previous January. Marmon-Detroit Company reported more retail sales at this year's Detroit show than ever before; Stutz dealers likewise reported record number of orders. Rickenbacker thus far has sold 90 of its \$5,000 supershot roadsters.

COMMERCE DEPT. HAS DATA ON INTERNATIONAL SHOW

SPECIAL from A. D. N. Washington Bureau Washington, Feb. 2.—American automobile manufacturers desiring to exhibit at the international motor car show to be held at Frank-

fort, Germany, from April 3 to 14, may obtain detailed information by communicating with the automotive division of the Department of Commerce, which has just received considerable advertising literature concerning the show.



New Departure Ball Bearings

NEW Departures in any car are an indication that even in these days of strenuous competition the engineers have made their chief concern the car's dependability in the hands of its owner.

Other bearing types may cost less, but they would not give the freedom from readjustment and replacement so essential in inaccessible positions and those of hardest service.

Established quality is responsible for the use of New Departure Ball Bearings in practically every make of car.

The New Departure Manufacturing Company, Detroit, Bristol, Connecticut, Chicago

AUTO PRODUCTS EXPORTS HIGHER

About \$374,000,000 Worth Shipped In 1925

Special from A. D. N. Washington Bureau

WASHINGTON, Feb. 2.—Approximately \$374,000,000 worth of automotive products, representing an increase of 48 per cent. over the preceding year, were exported in 1925 by the United States and Canada, I. H. Taylor, acting chief of the automotive division of the Department of Commerce announced today in presenting the latest figures.

Including foreign assemblies of American cars, there were 557,425 automobiles exported from the United States and Canada during the year, representing an increase, also, of approximately 58 per cent. over 1924.

The value of automotive exports during 1925, which held the record until now, due to high prices and inflated demand, was exceeded by over \$70,000,000. Of the combined American exports, the United States accounted for over \$334,000,000.

On the basis of this figure, automotive products in export trade for 1925 exceeded that of any other fabricated product, and their position was third among exported products of all kinds, being exceeded only by unmanufactured cotton and refined mineral oils.

If certain other manufactured products kindred to the automobile or intended for motor vehicle spare equipment, such as tractors, tires, storage batteries and magneto's were included, the total value of automotive exports would be very near \$400,000,000.

Passenger cars are the largest item making up the 1925 record figure, followed by parts and accessories, including engines. The value of trucks and buses exported from the United States during the year gained about 96 per cent.; the increase in the value of United States passenger car exports is also remarkable, there being a gain of 64 per cent. over the preceding year. The increase in the number of automobiles exported, although large, is less than the value increase, indicating an increasing tendency abroad toward more expensive types of vehicles.

An extremely pertinent fact brought to light in this study is that while both production and exports reached levels during the past year, the exports show a proportionately greater gain. During 1925 there were, including foreign assemblies of American cars, 4,494,986 passenger cars, trucks and buses produced in the United States and Canada, representing an increase of 713,532 units, or about 20 per cent. over 1924; whereas as previously pointed out, the number of vehicles exported, including foreign assemblies increased 58 per cent.

Australia, in 1925, led as the major market for American motor vehicles while Japan, which was the leading market for United States trucks during 1924, was not among the first twenty-three markets during 1925.

UNITED ALLOY STEEL ANNOUNCES APPOINTMENTS

CANTON, O., Feb. 2.—Two important offices of the United Alloy Steel Corporation, largest makers of automotive steel in this section, have just been filled by the appointment of R. M. Dougherty as assistant general manager, and F. H. Meyer as general superintendent of operation. Announcement of the two appointments was made from the offices of the United Alloy Company Saturday.

Nash Motors Pays City Tax Sum of \$771,555

KENOSHA, Feb. 2.—The Nash Motors Company on Saturday turned over to the treasurer of the city of Kenosha a check for \$771,555 in payment of personal property and corporation taxes assessed against the company in Kenosha.

RICKENBACKER CO. HOLDS LUNCHEON

200 Distributors and Dealers Gather at Blackstone

CHICAGO, Ill., Feb. 3.—A luncheon for Rickenbacker distributors and dealers was given in the English Room at the Blackstone Hotel Wednesday at 12:30, with about 200 guests present. Capt. E. V. Rickenbacker acted as master of ceremonies and made a brief talk full of enthusiasm on the potential sales possibilities of the organization.

Col. Tichenor, production manager, assured the dealers that the factory was equipped to handle the looked-for-demand and R. T. Hodgkins, general sales manager, addressed the crowd briefly. Advertising plans for 1926 were unfolded by E. LeRoy Pelletier, advertising manager, and the banker's viewpoint of the automotive industry was briefly presented by W. C. Jackson, president of Noyes & Jackson, New York, the firm that has recently become interested in the financial development of the Rickenbacker Motor Company.

SHELL AND UNION GET STATE CONTRACTS

OLYMPIA, Wash., Feb. 2.—The Shell Oil Company of California has been awarded the contract for supplying all state motor vehicles with automotive oils, transmission oils, transmission grease and cup grease during 1926. The Union Oil Company has been given the contract for supplying the state with steam cylinder oil and engine oil. The prices on which the contracts were awarded was not revealed, although it is known that all delivery prices are to be lower than the Tacoma and Seattle basic quotations.

WISCONSIN FARMERS HAVE HEAVIER PURSES

KENOSHA, Wis., Feb. 2.—Improvement in the financial status of the farmer in Wisconsin is being looked upon in automotive circles in the state as one of the many splendid indications for a most encouraging business in 1926. Rural banks in Wisconsin report a greater total in savings deposits, the dairy industry is more prosperous at this time than at any other time in the last three years, and both passenger car and commercial car sales between now and the middle of spring are expected to reach a higher level in numbers than at any other season in recent years.

TRUMBLE CHIEF ENGINEER FOR F. B. STEARNS CO.

CHICAGO, Feb. 2.—Effective yesterday, J. T. Trumble, for three years assistant engineer at the Olds Motor Works, Lansing, Mich., became chief engineer for F. B. Stearns Company, Cleveland, O.

FENDER COMPANY SUES

CEDAR RAPIDS, Ia., Feb. 2.—Infringement of patent rights is charged against the Vec Products Company by the Metal Products Company, in a bill of complaint filed with J. C. Stoddard, deputy clerk of the Federal district court. The Des Moines concern asks preliminary and permanent injunctions restraining the local company from manufacturing a type of automobile fender brace on which it claims patent rights.

PLAN \$3,250,000 FOR ADVERTISING

Paige-Detroit Announces Program for 1926

DETROIT, Feb. 2.—Paige-Detroit Motor Car Company has planned a \$3,250,000 advertising program for 1926.

Harry M. Jewett, president, says: "We will launch an advertising campaign on the Paige which will bring it forcibly to the attention of the buying public, and will carry on throughout the year publicity on both our products that will surely bring results. We have expended in the past more than \$20,000,000 in consistent Paige and Jewett advertising.

"We have scheduled for production on the Paige for 1926 considerably more than double our entire production of both Paige and Jewett cars in 1925. I am confident that when we finish the year our expectations will be more than realized."

The company is scheduled to produce 6,000 Paige and Jewett cars this month.

RADIATOR ORNAMENTS NOW BEING MADE BY TERNSTEDT

CHICAGO, Feb. 2.—Branching out into a slightly different field, the Ternstedt Manufacturing Company is now designing and making radiator emblems, examples of which are seen on some of the show cars. The Indian head mounted on the front of the new Pontiac is a product of Ternstedt craftsmanship.

The company intends to produce a line of such ornaments in many original designs and will be able to offer the car manufacturers a wide selection from which to choose a model that will express the personality of their cars.

HUPP CORPORATION WELL REPRESENTED

CHICAGO, Feb. 2.—Hupp Motor Car Corporation has established headquarters at the Blackstone Hotel and is well represented by factory executives. Among those who are here are O. C. Hutchinson, sales manager; R. S. Cole, sales promotion manager; Frederick Dickinson, advertising manager and assistant sales manager; C. E. Salisbury, service manager; F. B. Sides, export manager; J. I. Phillips, assistant sales manager; F. W. Munro, advertising department; E. G. Soward, F. D. Peabody and G. A. Clark, district manager; F. E. Watts, chief engineer. About twelve men from the engineering department will come to Chicago while the show is on.

IMPORT LAW IN GREECE MAY BE EXTENDED

Special from A. D. N. Washington Bureau

WASHINGTON, Feb. 2.—There is a possibility of a further extension of the six-month import prohibition on automobiles in Greece, which was to remain in effect until this month, according to consular advice from Athens to the Department of Commerce.

Automobiles and parts, as well as tires and inner tubes, the duty on which was increased in the new tariff, the dispatches state, are regarded as luxuries, and as such are hit by the present policy of the government to restrict the importation of all except indispensable commodities.

NASH-AJAX DEALERS VISIT MAIN PLANTS

INDIANAPOLIS, Ind., Feb. 2.—More than 150 Nash-Ajax dealers left here on a special train for a visit to the Nash-Ajax plants in Milwaukee, Kenosha and Racine, in connection with their attendance at the Chicago Automobile Show. The trip was arranged by R. H. Losey, head of the Losey-Nash company here.

WILLYS-OVERLAND DEALERS GATHER

Willys, Peed and Orr Speak—Prizes Awarded

CHICAGO, Ill., Feb. 2.—The Willys Overland Company entertained its dealers at luncheon at the Drake today. About 600 dealers were present.

G. D. Orr, president of the Chicago Overland Company, presided and welcomed the dealers. At the speakers' table was John N. Willys, who received an enthusiastic welcome when he arose to speak. He told the dealers that 1926 was going to be the biggest year in Willys Overland history.

Roy Peed, general sales manager, spoke next. Other speakers were O. P. Kilburn and R. M. Rowland. A feature of the luncheon was the presentation of the prizes in the recent Willys Overland Derby. The Chicago Overland Company captured about 10 per cent. of the derby prizes.

FOREIGN TRADE DATA NOW AVAILABLE AT WASH., D. C.

Special from A. D. N. Washington Bureau

WASHINGTON, Feb. 2.—The Department of Commerce today made public the following list of foreign trade inquiries, details of which may be obtained by communicating with the department or any of its co-operative bureaus, giving the number of designated inquiries:

18995—Melbourne, Australia, agency for accessories.
18996—Bordeaux, France, agency for accessories.
18997—Prague, Czechoslovakia, purchase and agency, accessories and parts.
18998—Cairo, Egypt, agency for low-priced automobiles.
18999—Lwow, Poland, agency for low or medium-priced automobiles.
18999—Leipzig, Germany, agency for motor cycles.
18999—Durban, South Africa, agency for trailer axles fitted with roller bearings in hub.
18999—Gijon, Spain, agency for medium-priced trucks.

for Economical Transportation



In 1926 Chevrolet will serve a broader market than ever before. Fine car qualities heretofore possessed only by costlier cars make satisfied owners of former fine car drivers; and new low prices will attract buyers who never before felt they could afford so fine a car.

Touring	-\$510	Sedan	-\$735
Roadster	-\$510	Landau	-\$765
Coupe	-\$645	½ Ton Truck	-\$395 (Chassis Only)
Coach	-\$645	1 Ton Truck	-\$550 (Chassis Only)

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

QUALITY AT LOW COST

American-La France Display at Delivery Truck Show, Chicago



Much Mechanical Newness Seen on 1926 Show Cars

CHICAGO, Feb. 3.—What does the 1926 National Show reveal in the way of mechanical improvement or change? Do the new cars on view embody many differences from past mechanical design? The answer is emphatically Yes! Instead of automobile design having reached a point of comparative fixity, the evidence presented by this show indicates that it is still in a state of flux, with constant efforts being made to reach even greater perfection.

Newness is present on every hand; innovations are found in booth after booth. In the matter of new trends of a general nature and in minor refinements this show tops all predecessors.

Among the broad trends of design which are particularly noticeable may be mentioned:—a move toward still further lowering of the chassis, which was started by the coming of smaller wheels, and now goes forward through the use of flatter springs, lower frame mounting, greater drop of frame side members and in one case, the Stutz, by the adoption of a worm drive rear axle.

Another trend is observable in the concerted attack on engine vibration, which has been expressed in several ways. One is the lightening of reciprocating parts and at this show is marked by such things as skeleton cast iron pistons, and more lightweight-alloy pistons.

Another is the adoption of such devices as the Lanchester vibration dampener and the further counter-balancing of crankshafts. A third is the use of stiffer crankshafts and of more main bearings. A fourth shows in the move toward four-point engine suspension, and in one case, the utilization of rubber blocks in the engine supports.

Better protection for the engine against the entrance of grit and dirt is the object of the move towards such equipment as air cleaners, oil purifiers and gasoline filters. They will be found in greater numbers than ever on the show cars.

Chassis lubrication from one central point has made added progress at this show. The Bowen system, first adopted by Cleveland, now has several other adherents. The Bijur system is seen on the Packard line, and in addition to supplying lubrication from a central point it meters the oil to each bearing.

A newcomer, the Myers Magazine, is used on the new Stutz and the new Chrysler and supplies oil automatically from the engine sump.

The supplanting of conventional spring shackles by rubber blocks seems to be making progress. A considerable number of the makers have instituted the use of these blocks on their 1926 models. The advantage claimed, as in the case of the engine protective devices and the central chassis lubrication, is chiefly that their use obviates the need for

as much owner attention. Further than that, though, the rubber is said to be quieter and to lessen the transmission of vibration.

Considering the cars individually, we see many new wrinkles. The engine of the new Chrysler Imperial 80 is an L-head, six-cylinder design, embodying a good example of the high turbulence type of combustion chamber. Very little clearance is left over the piston at the top of the stroke, the greater part of the compression space being in the valve chamber. An interesting piston of the lightweight type is used. It is constructed of a high-nickel aluminum alloy with the piston pin bosses supported by webs of the same material. This alloy is said to have practically no expansion and to permit extremely close fitting of the piston.

Rubber is used on this car for the engine mounting and also to replace the usual shackle construction between the frame and the springs. Hotchkiss drive is used, the car being pushed through the rubber block at the front end of the rear spring.

On the new Stutz, the crankshaft of the eight-in-line power plant is supported by nine main bearings. The camshaft is overhead and is driven from the crankshaft by a silent chain having two automatic adjustment sprockets to maintain the proper tension on both the upper and lower portions of the chain drive. Its worm drive rear axle and Myers magazine oiling system, already mentioned, are notable features.

Oil in the crankcase is cooled by the addition of fourteen cooling fins to the cast aluminum oil pan. Another innovation is the feeding of oil to the cam faces while the engine is in motion, thus putting a film of oil between the cam and the cam follower and tending toward quieter action.

Model 70, the smaller Willys-Knight Six, is one of the new cars with four-point engine suspension. In this case the engine is secured to the frame at both the front and rear by heavy steel plates. The four-wheel brakes act internally on the front wheels and externally on the rear. Inside the front wheel drums are two aluminum shoes pinned at their upper ends. Operating rollers in the wedge-shaped spaces formed by the curved ends

Motoring Doubles In Irish Free State

DUBLIN, Irish Free State, Feb. 2 (U. T. P. S.)—Figures made available here reveal an astonishing increase in motor traffic in the Irish Free State during the years 1924 and 1925.

State motor traffic figures for 1924 show an increase of 50 per cent. over 1923 figures. Exact 1925 figures are not yet issued, but present indications go to show that these will register an increase of about 50 per cent. over 1924 returns, making a total increase of approximately 100 per cent. for the past two years.

These deductions are based upon taxation returns which show that the gross amount received in respect of motor taxation for 1923 was £401,328, as against £271,386 for 1922, an increase of, roughly, 48 per cent.

of the shoes are drawn toward the center of the axle in operating the brakes. This forces the shoes outward, in contact with the drums.

Not only has oiling of the spring shackles been done away with on the Flint Junior by the adoption of rubber blocks at these points, but oiling of another part, the clutch throw-out bearing, has been obviated by going to a graphite-impregnated bearing. This is an innovation which is seen on several other show cars.

In the design of the Pontiac engine, General Motors engineers have gone back to an idea that was formerly popular. They have made the bore and stroke almost the same, the dimensions being $2\frac{1}{4}$ inches for the bore and $3\frac{1}{8}$ inches for the stroke. For some time the long stroke engine has been favored over this so-called "square" type. The trend now, however, seems to be swinging back somewhat toward the latter again.

Pontiac's water pump mounting on the fanshaft is another tendency that seems to be on the increase. Here, the pump impeller is mounted on the end of the fanshaft and rotates in a chamber in the front end of the water jacket. This engine, as well as the Chrysler Imperial, has been provided with extremely liberal water spaces around the cylinders and valves.

READJUST RUBBER FIRM'S STRUCTURE

Intercontinental of New Jersey Is Formally Dissolved

NEW YORK, Feb. 2.—The Intercontinental Rubber Company of New Jersey has been dissolved as of January 30, and the number of authorized shares of the Intercontinental Rubber Products Corporation of Delaware has been increased from 60,400 shares of no par value to 604,000 shares with par value.

Accordingly, for each share of the New Jersey company's common stock outstanding on January 30, amounting to 290,300 shares, a holder has three options to receive cash and securities in the Delaware company, as follows:

Option 1: 1.08 shares of the capital stock of the Delaware company and 70 cents in cash.

Option 2: One share of the capital stock of the Delaware company and \$1.50 in cash.

Option 3: One share of the capital stock of the Delaware company and 70 cents in cash, and a transferable option warrant to receive 8-100 of a share of the capital stock of the Delaware company, or at the option of the warrant holder, if exercised on or before April 1, 80 cents in cash in lieu thereof.

Unless stockholders notify company of the option to be exercised it will be assumed "option 1" is the one desired.

Application has been made to list the shares of the Intercontinental Rubber Products Corporation on the New York Stock Exchange.

THE leadership of the future will rest with those manufacturers who not only sell on a large scale but keep selling ALL the time.

Each day the Automotive Daily News reaches the leading executives of the industry—and A. D. N. is read.

TRUCK MOVES HOUSEHOLD STUFF OVER FLA. EMBARGO

CLEVELAND, Feb. 2.—There is only one way to beat the strict embargo in effect on Florida railways and that is by use of the motor truck, according to White Motor Company officials here.

These modern covered wagons are making fast time in delivery of cargoes into Florida past the rail embargoes, they said. They cited the instance of a White moving van which recently backed up to a home in Cincinnati, loaded five rooms of household furniture which the railroads had refused and five days later delivered them to the house in Miami.

The truck was operated by the William Stacey Storage Company, Cincinnati, which has an all-White fleet.

CHANGE MODEL

LONDON, Feb. 2 (U. T. P. S.)—A new 13 horsepower four-seater model has just been introduced by the Clyno Engineering Company, Ltd. The price (£260) and general specifications remain unchanged from the model replaced.

Meet

WALT FARRAR

at the Palmer House

Suite 1350-1351

Walt and his boys can come pretty close to getting you anything you want in Chicago. They offer all possible assistance to our clients and their friends.

We hope to meet, personally, many of the dealers who are receiving our services, weekly bulletins covering the automobile industry, reports on management, used cars and sales problems.

Come in and say "Hello."

CRAM'S SERVICES

Incorporated
Buhl Building
DETROIT

Murray Body Corporation

Detroit, Michigan

OPERATING

Ecorse Steel Plant

for the manufacture of
Automobile Chassis Frames.

J. W. Murray Manufacturing Company

Manufacturers of Fenders, Hoods, Gas Tanks
and other Sheet Metal parts for Automobiles.

Dietrich Incorporated

Manufacturers of Custom-built bodies
for fine Automobiles.

62

Dependable Motor Car Bodies

BIGGEST AUTO YEAR AHEAD, Declare Manufacturers

MILWAUKEE, Wis., Feb. 2.—The present year is destined to be the biggest year in the history of the automobile industry throughout the country, according to forecasts and predictions made by high officials of five manufacturing companies recently while in Milwaukee.

Not only has the saturation point not been reached, in the opinion of these men, but it is not even in sight. There is no indication of any let-up in buying on the part of the American public, they say, and during 1926 motordom will purchase more new equipment than ever before in its history.

The Nash Motor Company, the Oakland Motor Car Company, Olds Motors, the Hupp Motor Car Company and the Rickenbacker Motor Company sent officials to Milwaukee to attend the show and to address gatherings of dealers in this territory.

C. W. Nash, head of Nash Motors, discussed the history of his concern, and predicted enormous business during 1926. He spoke before the tenth annual get-together meeting of dealers in the Wisconsin-Michigan territory. E. H. McCarthy, general sales manager of Nash Motors; D. M. Averill, general manager; George C. Hubbs, general sales manager of Ajax Motors; Harold and Irving Seaman of the Seaman Body Corporation, and J. T. Wilson, vice-president of Nash Motors, were other Nash officials in attendance.

The Hupp Motor Car Company will launch its biggest advertising campaign during the present year, according to Frederick Dickinson, advertising manager of Hupp Motors, who addressed Wisconsin dealers here. He reported that the factory is rushed with orders for the new Hupmobile six and eight and predicted the biggest year in the company's history.

A. R. Clancy, president and general manager of the Oakland Motor Car Company, stated that the Oakland and Pontiac lines are represented at the Milwaukee show by a trainload of cars, the greatest exhibition of Oakland cars ever held. He also predicted 1926 to be the biggest motoring year in history. Other Oakland officials who attended the Oakland-Pontiac dealers' gathering in Milwaukee were C. W. Matheson, director of sales, and D. M. Lubeck, district manager of sales. Both were on the program and made inspirational addresses.

Oldsmobile dealers, meeting at the Elks' Club, heard I. J. Reuter, president of Olds Motors, forecast their biggest year for the industry and for Oldsmobile dealers. He discussed the new additions to the line at length, and gave a general summary of present business conditions.

Sales methods were discussed with the dealers by E. D. Eddins, sales manager, and promotion methods were discussed by Don Prentice, sales promotion manager.

Capt. E. V. Rickenbacker, vice-president and director of sales of the Rickenbacker Motor Company, delivered a talk to Rickenbacker salesmen and dealers which had in it a key of optimism in accord with that sounded by the other dealers. He discussed the new ninety-mile-an-hour car which he introduced at the New York show with sensational results.

Capt. Rickenbacker's visit here was of but brief duration. He made a flying visit to the show, and then left for Detroit, to be on hand for the opening of the Detroit exposition.

HIGHWAY THROUGH MEXICO

San Antonio, Tex., Feb. 2.—Plans for a paved highway from Laredo to Mexico City and later through Central America are being formed and construction is expected to start this spring, according to Howard S. Phillips of Mexico City, editor of a publication which is pushing this work.

CANADIAN AUTO OUTPUT RISING

Production in 1925 Totals 150,000; Employment High

MONTREAL, Feb. 2.—More motor cars are now produced in Canada each year than were produced during twelve years ended with 1916, and more are now made daily than were made yearly about 1904-09. Last year's production figures are not yet complete, but it is clear that a record has been made. The 1923 output was 147,202. The 1925 output was at least 150,000.

There are twelve important plants producing motor vehicles in Canada, employing more than ten thousand men and women on a payroll of nearly \$15,000,000. The value of their products is \$90,000,000. More motor vehicles are made in Canadian factories than are made in those of any other country, with the exception of the United States.

The disposal of this output is not so great a problem as it would seem. Roughly speaking, Canadians use half of these at home and export the balance. About 80,000 new cars were put into service in Canada last year out of a total registration of about 720,000. During 1923, the previous record year, both in output and exports, Canada exported 69,920 motor vehicles. In 1924, 56,455 were shipped abroad. Last year the total was 57,881 and the value \$27,073,544. To make up the balance required for home use, a relatively small number are imported. In 1924 it was 11 per cent. of the total.

That the saturation point in automobile consumption is still in the distant future is seen from the absorbing power of the United States. There is one car to every six persons in the United States, and only one to fourteen in Canada. It has been estimated that 1,600,000 cars would be needed in Canada, instead of 720,000, to make them as common as they now are in the United States. The opportunity of purchase by installment is increasing the use of the automobile very rapidly in both countries. So is the rapid extension of the highways.

Canada has only begun to open up her vast area to the motor car, and with the growth in concrete mileage there is a corresponding growth in cars. Also, the automobile is proving well able to serve throughout the winter months, despite the depth of the snow and the intensity of the cold in some sections. Last year nearly 50 per cent. of all motor cars in Canada were closed cars. The possible expansion of the industry in Canada is naturally much greater than in the United States.

Canada has important advantages also in the foreign markets. The restoration of the McKenna duties in the United Kingdom has been of very great and immediate advantage to the industry. The treaty recently ratified with Australia also opens up great possibilities. New Zealand is another country where the Cana-

dian automobile has advantages over many of its competitors.

In addition to the advantages received by the public through the ability to purchase motor cars on the installment plan, there has been a steady decline, and at the present moment several of the important manufacturers are dropping prices. The price today is materially lower than in 1913, although many of the materials cost more. While general commodity prices in Canada have risen to a new level between 50 and 60 per cent. above that of 1913, the prices of motor cars on the average have declined nearly 20 per cent.

This is attributed largely to the economies of mass production, and, of course, to competition. Consolidation has been taking place in this as in many other industries, and a number of the marginal producers have fallen out, so that there is less waste today in the process of manufacture.

Hackensack Show Opens March 1

Hackensack, N. J., Feb. 2.—The 1926 automobile show of the Hackensack dealers will be held the first week in March, the show opening on Monday, March 1, and continuing through Saturday, March 6.

The show this year will be held in the new amusement palace at Arcola Park, where 20,000 square feet of floor space are available. It is expected that nearly a hundred cars will be displayed, including about twenty-five different makes.

Seward S. Van Dusen, Oakland-Pontiac-Chandler dealer, is chairman of the committee, and is assisted by Thomas Kelly of the Marmon, Frank Jacob of the Chrysler, Robert Barry of the Cadillac

and Benjamin Gruman of the Buick.

The show will be managed by Moe Katzman, under whose auspices the exhibition has been staged annually for a number of years. The Bergen County Automotive Trade Association is sponsoring.

Retlaw
VISUALIZATIONS

UNIQUE
ADVERTISING
IDEAS
Created and Carried Thru!
METROPOLITAN TOWER
New York

Check off 6 seconds on your watch!



8-81

In precisely that brief time you can hurl a new ELCAR 8-in-Line from 5 miles an hour to 25 miles an hour! And from 10 to 60 miles an hour in 22 seconds flat.

The tremendous, sweeping power needed to build up speed so swiftly is ready always for the pressure of your foot on the accelerator of the new ELCAR 8-in-Line. It's a daily adventure to drive it!

Picture the demonstrating possibilities of this great, new ELCAR! Imagine the effect on a prospect, sitting watch in hand and one eye on the speedometer, of seeing the indicator sweep from 5 to 25 in 6 seconds! You need fear no other car with the strength and beauty and completeness of ELCAR to offer. Among ELCAR 8-in-Line features are: Lycoming motor; complete Swan system, carburetor and manifold; Bowen "Instant" chassis lubrication; four-wheel hydraulic brakes; balloon tires; 127 to 132 inch wheel bases; startling new bodies; two-tone Murcote finishes.

Stop at the ELCAR space today—see this great car, and talk with ELCAR factory executives.

SPACE 49
Coliseum

Elcar Motor Company
Elkhart, Indiana

Builders of Fine Vehicles Since 1873.

ELCAR
A WELL BUILT CAR.

1926

Electrical Equipment of the New Cars

Makers of Ignition Units, Generators, Starting Motors, Storage Batteries, Spark Plugs, Head Lamps, Lenses, Etc., Together With Information Regarding Such Electrical Units—the Firing Order of Engines,

Degrees of Spark Advance, and Other Important Details

Make and Model of Car.	Make of Ignition Unit.	Firing Order.	Degrees of Spark Advance.		Size and Make of Spark Plugs.	Make of Ignition Switch.	Make of Ignition Cable.	Make of Starting Motor and Generator.	Cut-In Speed (Car M.P.H.)	Max. Charge in Amps.	Type of Starting Motor Drive.	Make and Model of Storage Battery.	Battery Voltage & Amp. Hour Capacity.	Where Is Storage Battery Mounted?	Make of Ammeter.	Make of Head Lamps.	Size or Diameter of Contact Bulbs.	How Are Headlights Dimmed?		
			Man- ual.	Auto- matic.																
Ajax	A-Lite	153624	..	30	AC-reg	E&S	Remy	A-Lite	9	15	Bdx	USL 3-HVX 5x5	6-92	N	UFS	B&S	Hall	8 1/2-Lbty	Res	
Auburn, 4-44	Remy	Ch-reg	Remy	Bdx	USL XY-13	6-84	Ind	
Auburn, 6-66	Remy	153624	Ch-reg	..	Pack	Remy	..	12	Bdx	USL XY-13	6-84	P	Frame	NGE	Ind	8 1/2-Ind	Res	
Auburn, 8-88	Remy	16258374	Ch-reg	..	Pack	Remy	..	11	Bdx	USL XY-13	6-100	P	Frame	NGE	Ind	8 1/2-Ind	Res	
Buick, Stand	Delco	142635	24	18	AC-long	Delco	BWC	Delco	8	18	SG	Exd 3-XC-13-1	6-90	N	UFF	NGE	E&J	8 1/2-Tilt	2-F	
Buick, Master	Delco	142635	24	18	AC-long	Delco	BWC	Delco	8	18	SG	Exd 4-XC-15-1	6-105	N	UFF	NGE	Ind	8 1/2-Tilt	2 F	
Cadillac	Delco 1R4L4R2R- 3L3R2L1L	22	30	AC-reg	Delco	Delco	10	14	Mech	Exd 3-LXRV-15-2G	6-130	U	LRB	West	Hall	..	2-F	
Case, JIC	Delco	153624	30	21	AC-reg	Delco	Pack	Delco	7	18	Bdx	Will SJRRN-4	6-118	P	Frame	NGE	Hall	9 1/2-Mono	Res	
Case, Y	Delco	153624	15	22	AC-reg	Delco	Pack	Delco	7	18	Bdx	Will SJRRN-6	6-132	P	Frame	NGE	Hall	9 1/2-Mono	Res	
Chandler	AmBsh	153624	No	16	AC-long	Var	Var	AmBsh	5	14	Bdx	POL 613-RHK	6-105	P	Frame	Var	Var	9-Var	Res	
Chevrolet	Remy	..	40	No	AC-reg	Remy	..	Remy	..	14	Bdx	Exd 3-XC-13-1	6-84	Ind	
Chrysler, 4	Remy	1342	22	18	AC-reg	Clum	Ker	Remy	8	14	Bdx	Willard	6-93	P	UFF	Tiff	TJC	8 1/2-Pin	Res	
Chrysler, 6-70	Remy	153624	25	15	AC-reg	Remy	Ker	Remy	7	16	Bdx	Willard	6-100	P	UFF	NGE	Hall	8 1/2-B&L	Res	
Chrysler, 6-80	Remy	153624	15	30	AC-reg	Remy	..	Remy	Man	POL A-617-SH	6-160	P	UFF	NGE	E&J	8-Tilt	2-F	
Cleveland, 31	AmBsh	153624	15	20	AC-reg	Clum	Pack	AmBsh	9	13	Bdx	POL 611-RHK	6-80	P	UFF	NGE	TJC	8 1/2-Pin	Res	
Cleveland, 43	AmBsh	153624	15	20	AC-reg	Clum	Pack	AmBsh	9	14	Bdx	POL 611-RHK	6-80	P	UFF	NGE	TJC	8 1/2-Pin	Res	
Cunningham	Delco 1R5L4R8L- 6L3R7L2R	17	25	AC-reg	Delco	Ker	Delco	10	16	Bdx	Willard	6-160	N	..	West	..	11-B&L	Res		
Dagmar	A-Lite	153624	Ch-reg	A-Lite	Pack	A-Lite	8	16	Bdx	Exd 3-XC-15-1	6-100	Ster	Havr	
Davis, 92	Delco	153624	AC-reg	Delco	Pack	Delco	8	10	Bdx	Will CW-15	6-80	N	UFS	NGE	..	Mono	Res	
Davis, 93	Delco	1536424	AC-reg	Delco	Pack	Delco	8	10	Bdx	Will CWR-15	6-60	N	UFS	NGE	Brwn	Mono	Res	
Diana, 8	Delco	16258374	40	21	Ch-reg	Delco	Remy	Delco	..	15	Bdx	USL XY-15	6-100	N	UFS	NGE	Brwn	9 1/2-McK	Res	
Dodge Brothers	NE	1342	20	25	Var-reg	Clum	..	NE	8	7	Chn	Exd or Will	12-50	P	E&J	Own	Res	
Duesenberg	Delco	15374826	30	23	AC-reg	Delco	Pack	Delco	8	12	Bdx	Exd 3XX-15-1	6-116	N	Frame	Stew	Aga	10 1/2-B&L	Res	
du Pont, D	AmBsh	143625	AC-reg	CH	Pack	AmBsh	..	14	Bdx	Wstgbs 6-OB-13	6-113	P	Frame	NGE	Hall	8 1/2-Mono	SB	
Elcar, 4-55	A-Lite	1342	30	30	Ch-reg	..	Pack	A-Lite	7 1/2	15	Bdx	USL XY-13	6-90	N	Frame	Nagl	Brwn	Mono	SB	
Elcar, 6-65	A-Lite	153624	30	30	Ch-reg	Clum	Pack	A-Lite	8	15	Bdx	USL XY-13	6-90	N	Frame	Nagl	Brwn	7 1/2-Mono	SB	
Elcar, 8-81	Remy	16258374	25	24	Ch-reg	Delco	Pack	Remy	10	18	Bdx	USL XY-15	6-100	N	Frame	Nagl	Brwn	Mono	SB	
Essex	AmBsh	153624	..	11	AC-sh	AmBsh	Pack	AmBsh	..	14	Bdx	POL 613-JFK	6-105	N	Frame	8-Sprd	Res	
Flint, 60	A-Lite	153624	20	20	AC-reg	Clum	A-Lite	A-Lite	8	15	Bdx	USL 3-HVF-5X	6-92	N	Frame	Nagl	TJC	Smith	Res	
Flint, 80	A-Lite	153624	25	..	AC-reg	Clum	A-Lite	A-Lite	8	15	Bdx	USL 3-HVF-6X	6-117	N	Frame	Nagl	TJC	Smith	Res	
Ford, T	Own	1243	..	No	Ch-1/2"	Own	10	12	Bdx	Own	6-135	N	Frame	8 1/2-Own	Res	
Franklin, II	A-K	142635	No	..	Ch-reg	Conn	Pack	O-Dyn	8	14	Bdx	Will CR-19	6-136	N	UFS	NGE	Brwn	10 1/2-B&L	SB	
Gardner, 8A	Remy	16258374	20	15	Ch-reg	Hers	Pack	Remy	Bdx	POL 617-RHK	6-152	NGE	TJC	9 1/2-Pin	Res	
Gray, O	A-Lite	..	50	No	AC-reg	A-Lite	Bdx	USL CVF-5X	6-84	Nagl	
Hudson, Super 6	AmBsh	153624	16	AC-sh	AmBsh	Pack	AmBsh	..	18	Man	POL 615-JFK	6-120	P	..	NGE	..	9-Sprd	Res
Hupmobile, 6, A1	A-Lite	153624	30	20	Ch-reg	B&S	..	A-Lite	8	15	Bdx	Willard	6-120	N	Frame	Ster	E&J	Mac-E	Res	
Hupmobile, 8, E2	Delco	15238476	38	20	Var-reg	B&S	Own	A-Lite	8 1/2	17	Bdx	Will SJRR-6	6-153	P	Frame	..	E&J	8 1/2-B&L	..	
Jewett	Remy	153624	21	20	AC-reg	Clum	Pack	Remy	7	17	Bdx	Wstgbs	6-115	P	ULS	8 9/64	Res	
Jordan, J	AmBsh	16258374	50	24	Ch	CH	Pack	AmBsh	11	15	Bdx	Will CRR-15	6-105	N	Frame	NGE	E&J	8 1/2-Mono	SB	
Jordan, A	AmBsh	16258374	15	20	Ch-reg	CH	Pack	AmBsh	11	18	Bdx	Will CRR-19	6-135	N	ULS	NGE	Hall	9 1/2-Mono	SB	

(Continued on Page 8)

Out on the Coast By John Wetmore

Los Angeles, Feb. 2.—Sales of commercial vehicles in California in 1925 showed a 12.2 per cent. gain over those of 1924. There were, according to Motor Registration News, 17,799 motor truck licenses issued last year, as against 15,851 in 1924, an increase of 1,948. Sales in 1925, however, fell some 6,000 short of the 1923 banner year registration of 23,759.

Fifteen makers were credited with sales of more than 100 motor trucks in 1925 as follows:—

PRECISION FACTORY READY TO OPERATE

Rochelle, Ill., Feb. 2.—The new factory of the Precision Products Company will be in full operation here about February 10, according to General Manager A. Wyzenbeck, who arrived here a few days ago to supervise installation of the new machinery.

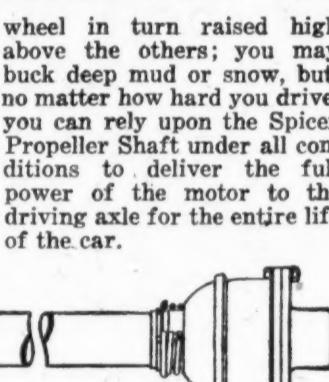
The Precision Products Company will manufacture novelty automotive accessories.

Graham, 42; Pierce-Arrow, 25; Dodge Brothers, 23; Moreland, 22; White, 21, and Duda and Mack, each 13.

December registrations of motor trucks totaled 1,223, as against 1,083 in the corresponding month of 1924, the ten leaders being: Ford, 394; Dodge Brothers, 168; Chevrolet, 135; Graham Brothers, 104; White, 83; Reo, 56; Mack, 52; Pageol, 55; Reo, 48; Ford, 39; Federal, 35; GMC, 23; Autocar, 20.

OVER THIRTY LEADING MAKES

Over thirty leading makes of good cars and trucks are now driven through Spicer Universal Joints. Silent and efficient, hidden away under the body, they will never attract your attention, so we speak for them. Your car may weave over rough roads, each



Among the passenger cars using Spicer Propeller Shafts:

Cadillac

Cleveland

Cole

Durant

Eicar

Easex

Flint

Franklin

Hudson

LEADERSHIP

**At Grand Central Palace this week 50 makes of cars are exhibited.*

¶17 of these makes—34%—use USL batteries as standard equipment.

¶8 cars exhibited each produce less than 200 monthly. Eliminating these—17 cars—40.5% use USL batteries as standard equipment.

¶14 of these makes are exclusively USL.

U.S.Light & Heat Corporation
Niagara Falls, N. Y.

USL Pacific Coast Factory
Oakland, Calif.

USL Canadian Factory
Niagara Falls, Ont.

USL Australian Factory
Sydney, N. S. W.

LEADERSHIP!

Twenty-one Automobile Manufacturers advertised in the January 9th issue of The Saturday Evening Post.

USL Batteries are used as Standard Factory Equipment by 11 of these manufacturers—52.4%. The balance, 47.6%, divide their business among 4 other makers of batteries.

Six of the 21 Car Manufacturers use more than one make of battery. Giving each make of battery credit for each car contract, even though used only as partial equipment, the tabulation stands thus:

USL Batteries used as standard equipment by 11 Car Manufacturers
Next Battery used as standard equipment by 8 Car Manufacturers
Next Battery used as standard equipment by 5 Car Manufacturers
Next Battery used as standard equipment by 4 Car Manufacturers
Next Battery used as standard equipment by 1 Car Manufacturer

Of the 6 Car Manufacturers producing more than 100,000 cars per year, 4 use USL batteries. USL has exclusive contracts with 2 and supplies the other 2 manufacturers with more than 200,000 batteries each yearly. No battery maker except USL serves any one of these quantity manufacturers exclusively.

This is a striking tribute to USL Leadership in Quality and Service.

U.S.Light & Heat Corporation
Niagara Falls, N. Y.

USL Pacific Coast Factory
Oakland, Calif.

USL Canadian Factory
Niagara Falls, Ont.

USL Australian Factory
Sydney, N. S. W.

storage **USL** *batteries*

Reprinted from The New York Times, Jan. 12, 1926

storage **USL** *batteries*

**Reprinted from the New York Times, January 13, 1926."

Electrical Equipment of the New Cars

(Continued from Page 6)

Make and Model of Car	Make of Ignition Unit	Firing Order	Degrees of Spark Advance		Size and Make of Spark Plugs	Make of Ignition Switch	Make of Ignition Cable	Make of Starting Motor and Generator	Generator Cut-In Speed (Car M.P.H.)	Max. Charge & Rate in Amp.	Type of Motor Drive	Make and Model of Storage Battery	Batt. Voltage & Amp. Hour Capacity	Which Term?	Is Grounded?	Where Is Storage Battery Mounted?	Make of Ammeter	Make of Head Lamps	Size or Dime. Contact Bulbs	Diameter and Make of Head Lamp Lenses	How Are Headlights Dimmed?
			Manual	Automatic																	
Kissel, 6-55	Remy	153624	10	10	AC-long	B&S Pack	Remy	AmBsh	7	14	Bdx	Will SJR-4	6-118	P	Frame	NGE	Hall	s	..	Res	
Kissel, 8-75	Remy	16258374	10	10	AC-reg	B&S	Remy	19	Bdx	Will SJR-4	6-118	P	Frame	NGE	Hall	s	9 1/2-B&L	Res	
Lexington, 6-50	Delco	153624	30	20	Ch-reg	Delco	Pack	AmBsh	7	14	Bdx	Will XW-15	6-100	P	UFF	NGE	TJC	s	8 1/2	Res	
Lincoln	Delco	1R4L2R3L	20	28	Ch-reg	Delco	10	18	SG	Exd 3-LXRV-15-2	6-135	N	Frame	West	..	s	9 1/2-McK	Res	
Locomobile, Jr. 8	DeJon	16258374	Ch-sh	Clum	A-Lite	DeJon	9	16	Bdx	USL HVF-6X	6-117	N	Frame	Nagl	Ind	s	9	SB	
Locomobile, 48	Delco	153624	29	18	Ch-reg	Delco	Pack	Watgths	9	12	Bdx	Watgths 12-C-11	12-91	N	UBF	West	Aga	s	11-B&L	SB	
Locomobile, 90	DeJon	153624	6	10	AC-sh	DeJon	A-Lite	DeJon	9	17	Man	USL HVF-8Z	1-166	N	RB	West	Brwn	s	10-B&L	SB	
McFarlan, 8	Delco	16258374	20	21	AC-long	Delco	Pack	Delco	Bdx	Will SJRR-4	6-100	P	Frame	West	Ind	s	9 1/2-Mono	SB	
McFarlan, SV	Delco	142635	AC-xlong	Delco	Pack	Delco	Bdx	Will SJRR-4	6-100	P	Frame	West	Hall	s	9 1/2-Mono	SB	
McFarlan, TV	DeJon	142635	AC-xlong	Clum	Pack	DeJon	Bdx	Will SJRR-6	6-165	P	Body	West	Vest	s	..	SB	
Marmon, 74	Delco	153624	40	25	AC-reg	Delco	Ker	Delco	10	14	MS	POL 617-SHK	6-170	P	UFS	US	Ind	s	9 1/2-B&L	Res	
Moon, A	Delco	153624	30	24	Ch-reg	Delco	Remy	Delco	8	14	Bdx	USL XY-13	6-84	N	UFS	NGE	Brwn	s	Mono	Res	
Nash, Special	Delco	153624	30	25	Ch-reg	Delco	..	Delco	10	14	MS	USL 3HVX-X5	6-90	P	UFS	US	Hall	d	..	Res	
Nash, Advanced	Delco	153624	30	15	Ch-long	Delco	Pack	Delco	10	17	MS	Gould	6-125	P	UFS	US	Hall	d	8 1/2	Res	
Oakland, Six	Remy	153624	..	25	AC-reg	Remy	Pack	Remy	..	11	Bdx	Willard	6-100	N	..	Nagl	Ind	s	8 1/2	Res	
Oldsmobile, Six	Delco	153624	No	30	AC-reg	Delco	Remy	Delco	10	16	Bdx	Will XW-13	6-80	N	Rear	NGE	TJC	x	8-Pin	Res	
Overland, 91	A-Lite	1342	50	No	Var-1/2 long	..	A-Lite	9	15	Bdx	USL 3-CVF-5X	6-84	N	UFS	..	Ind	s	..	Res		
Overland, 93	A-Lite	153624	30	20	Var-reg	..	A-Lite	8	15	Bdx	USL 3-CVF-5X	6-84	N	UFF	Nagl	Ind	s	..	Res		
Packard, Six	Delco	153624	40	23	Ch-reg	Delco	Pack	O-Dyn	8	16	Bdx	POL A-513-SH	6-130	P	RB	US	..	s	9 1/2-Lbty	SB	
Packard, Eight	Delco	13258674	40	23	Ch-reg	Delco	Pack	O-Dyn	12	13	Bdx	POL A-617-SH	6-160	P	RB	US	..	s	9 1/2-B&L	SB	
Paige	A-K	153624	..	20	Ch-reg	Remy	Pack	Remy	7	21	Bdx	Westinghouse	6-115	P	ULS	Mon	2-F	
Peerless, 6-80	A-Lite	153624	20	20	Ch-reg	Clum	Pack	A-Lite	8	15	Bdx	USL XY-13-X	6-87	P	..	NGE	TJC	s	8 1/2-Smith	Res	
Peerless, 6-72	Delco	153624	30	20	Ch-reg	Delco	Pack	Delco	10	16	Bdx	Exd 3-X-15-1	6-105	P	PP	NGE	Guid	s	Tilt	..	
Peerless, 8-69	Delco	1R1L4R4L	20	18	Ch-reg	Delco	Pack	Delco	..	16	Bdx	Exd XXV-19-2	6-135	P	..	West	Guid	s	Tilt	..	
Pierce-Arrow, 80	Delco	153624	Ch-reg	Delco	Ker	Delco	10	14	MS	Will SJRR-4	6-111	P	URFS	NGE	Aga	s	8 1/2-B&L	SB	
Pierce-Arrow, 33	Delco	153624	29	17	AC-reg	Delco	Ker	Delco	10	15	MS	Will SJRN-6	6-150	P	ULFS	West	Aga	s	9 1/2-B&L	SB	
Reo, T6	NE	142635	25	No	Ch-long	Hers	Pack	NE	8	17	Ch	Will SJRR-4	6-111	N	URF	Watgths	..	s	..	2-F	
Rickenbacker, 6	AmBsh	142635	15	18	Ch-long	Hers	Ker	AmBsh	8	15	Bdx	USL CVF-6X	6-106	N	Frame	NGE	Guid	s	9-Tilt	..	
Rickenbacker, 8	Delco	16258374	25	22	AC-reg	A-Lite	Pack	A-Lite	8	15	Bdx	USL 3-HVX-8	6-166	N	RB	NGE	Guid	s	9-Tilt	..	
Roamer, 6-50	A-Lite	153624	50	No	Ch-1/2 long	Own	Pack	A-Lite	..	14	SG	POL	Brwn	
Roamer, 8-88	A-Lite	16258374	50	No	AC-reg	..	Ker	AmBsh	8	14	SG	POL	Brwn	
Star, 4	A-Lite	1342	25	No	AC-reg	A-Lite	A-Lite	A-Lite	8	16	Bdx	USL 3-CVF-5X	6-84	N	UFF	Nagl	TJC	s	7-Smith	Res	
Star, 6	A-Lite	153624	25	No	AC-reg	Clum	A-Lite	A-Lite	8	16	Bdx	USL 3-CVF-5X	6-84	N	UFF	Nagl	TJC	s	7-Smith	Res	
Sturms-K'ht, C&S	DeJon	153624	35	No	AC-reg	Clum	Pack	DeJon	10	11	Bdx	Exd 6-XC-13-1	12-84	P	UFF	Nagl	Guid	s	8 1/2-Tilt	SB	
Studebaker, Stan R or W	142635	No	Ch-reg	..	Pack	R or W	10	16	Bdx	Will SJRR-3	6-90	P	UFF	NGE	..	s	8 1/2-Lbty	Res	
Studeb'r, Sp&Big R or W	153624	No	Ch-reg	..	Pack	R or W	10	16	Chn	Will SJRR-4	6-111	P	UFF	NGE	..	s	9-Lbty	Res	
Stutz, 8	Delco	16258374	38	30	Ch-reg	Delco	Pack	Delco	..	14	SG	POL	6-160	P	..	NGE	Brwn	d	9 1/2-Mono	SB	
Velle, 60	Remy	153624	15	25	Ch-reg	CH	Rome	Remy	7	15	Bdx	POL 613-SHK	6-113	P	ULFS	NGE	Ind	s	8 1/2-Pin	Res	
Wills Ste. Cl're, 6	Delco	153624	No	40	AC-long	Delco	Pack	Delco	10	16	SG	Willard	6-140	N	RSS	NGE	Brwn	s	8-Mono	Res	
Wills Ste. Cl're, 8	Delco	18274536	50	22	Ch-sh	Delco	Pack	Delco	..	16	SG	Willard	6-140	N	RSS	NGE	Brwn	s	8-Mono	Res	
Willys-K'light, 66	A-Lite	153624	30	20	..	A-Lite	..	A-Lite	9	15	Bdx	USL 3-HVX-8X	6-166	N	UFF	Nagl	Ind	s	..	Res	

At the Show

Chicago, Feb. 2.—One of the exhibits which is attracting the large crowds was the Pontiac. Eighteen salesmen under H. A. Wehmeyer, manager of Community Motors Company, the local dealers, were kept busy. On the first afternoon, one young salesman at the Pontiac exhibit sold four cars in two hours, thereby establishing what he claims to be an auto show record.

The first sale of the show is claimed by the Overland exhibit. A contract was signed just exactly fifty-nine seconds after the doors opened, they insist.

Pierce-Arrow is showing four models of the series 80, and one of the heavier and more expensive 23s. A sports roadster in the former, done in a light tan with green finishing, drew quite a crowd of admirers.

Many of the companies are showing in the two salons, Edgewater Beach Hotel and Drake Hotel, as well as at the show.

R. M. Wilmot (Doc) Shaw, advertising manager of Olds Motor Works, is planning a short vacation to recuperate from a troublesome cold that he picked up in New York.

The two trade periods, held for the first time Monday and Tuesday mornings, have been adjudged huge successes by the exhibitors at the National Automobile Show. The periods, which were arranged during the morning hours, and which made admittance to the show possible only for automobile

men, were arranged by the National Automobile Chamber of Commerce. They allowed the men in the business to meet and mingle with the salesmen and factory executives, and to place their spring orders. Business done at the show so far was reported far in excess of that done during a corresponding period in one of the previous shows.

The new attendance record, 39,000 on the first day and 50,000 on the second, kept the huge force of salesmen surrounding each exhibit constantly on the jump.

Chicago, Feb. 2.—Hupp Motor Car Company is represented at the Chicago Show by C. D. Hastings, president, A. Von Schlegell, vice-president in charge of finances; R. C. Cole, sales promotion manager and manager expert division; O. C. Hutchinson, general sales manager; F. B. Sieder, assistant general sales manager; Frederick Dickinson, assistant general sales manager and advertising manager; Du Bois Young, vice-president in charge of manufacturing and F. E. Watts, chief engineer. Their headquarters are at the Blackstone Hotel.

Continental Motors Corporation is represented at the Chicago show by C. D. McKim, sales manager; C. R. Baird, assistant sales manager; H. D. Kline, advertising manager, and Don Everage and H

and now a SPLITDORF spark plug

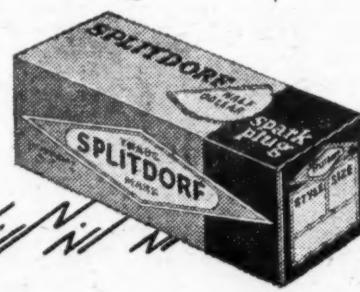


THE Splitdorf HALF-DOLLAR Spark Plug is a new development—a dependable porcelain insulated spark plug at the hitherto undreamed of price of fifty cents!

Think of it. A spark plug manufactured and guaranteed by one of America's oldest and foremost makers of ignition apparatus; a plug with such an enviable pedigree for only fifty cents!

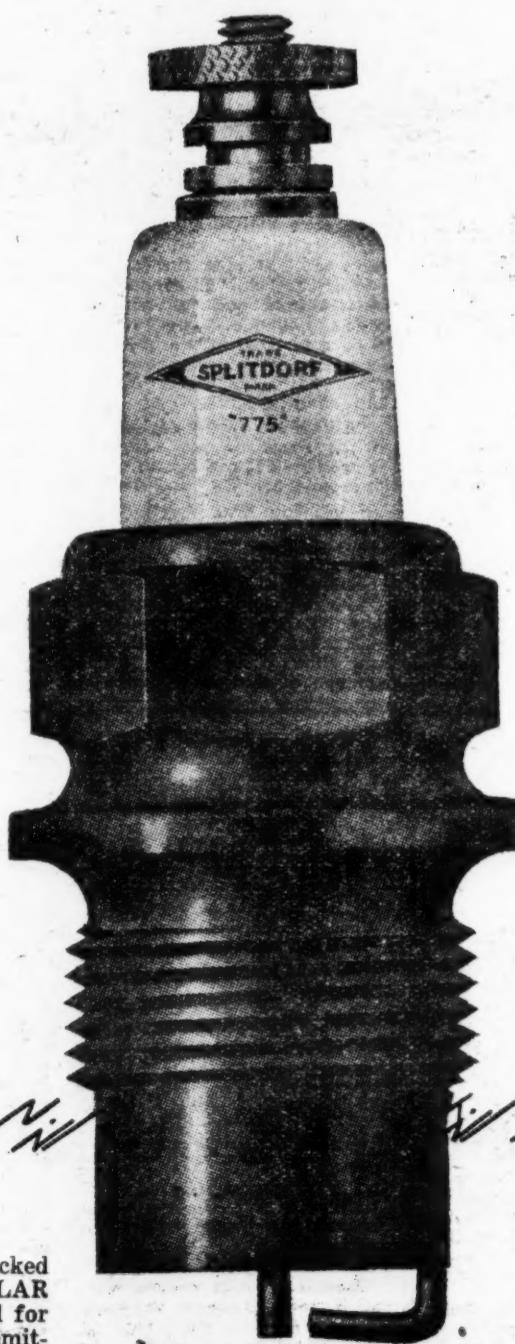
The Splitdorf HALF-DOLLAR Spark Plug—the plug that marks a new epoch in the spark plug merchandising—is made in different

The Splitdorf HALF-DOLLAR Spark Plug, packed one in an individual carton, is sold everywhere, East of the Rockies, for 50c



If

your dealer has not already stocked the Splitdorf HALF-DOLLAR Spark Plug in the type required for your engine, mail coupon, with remittance, stating make of car, and we will see that you are supplied.



types for various makes of engines. Many auto supply dealers already have stocked a complete assortment of types. If your car dealer, your local supply merchant, or your garageman has not already stocked them, he can, and will be glad to secure for you the right type for your engine through established jobber channels. See him about these plugs, TODAY.

SPLITDORF ELECTRICAL COMPANY

392 High Street, Newark, N. J.

Subsidiary of
Splitdorf-Bethlehem Electrical Company
CHICAGO BRANCH: 2900 So. Michigan Ave.

Special for
Ford owners—
a set of four Splitdorf
HALF-DOLLAR plugs
for the Ford engine,
packed in special car-
ton, is sold everywhere,
East of the Rockies, for \$1.75



SPLITDORF ELECTRICAL COMPANY (ADN 2-3)
392 High Street, Newark, N. J.

Enclosed find remittance for \$..... for which supply
me with Splitdorf HALF-DOLLAR Spark Plugs as follows:
1 set of four for Ford Engine, postpaid, complete for \$1.75
1 set of for Engine @ 50c each, total.....

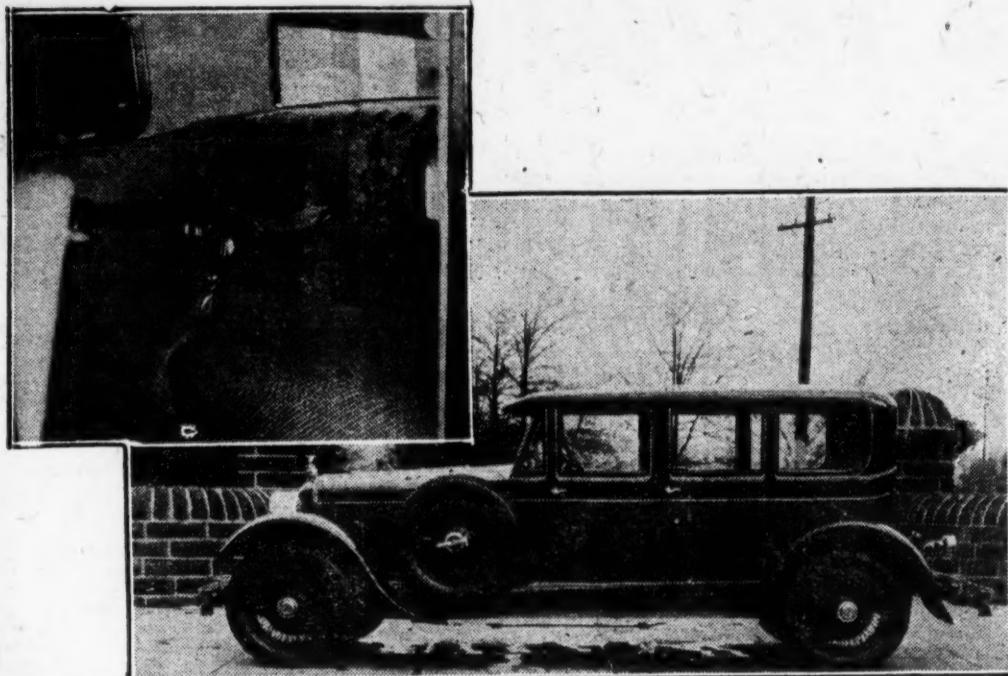
Name..... Address.....

Town..... State.....

My dealer's name is.....

His address is.....

EXTERIOR AND INTERIOR views of an attractive Schulte body job which is being exhibited at the National Automobile Show in Chicago. Inset in upper left shows interior of job No. 1, the rear seat of which is upholstered in Flemish hand woven tapestry, giving a rich appearing effect.



Suction Operated Brakes Attract European Mfrs.

Principle Applied on Leading French Autos

By R. M. PETARD
A. D. N. Staff Correspondent

PARIS, Feb. 2.—The harnessing of intake manifold depression to operate gasoline feed and oiling systems does not appear to limit the possibilities of this economical source of energy, and a system of braking, operated by engine suction, has for the considerable attention in Europe. last two years received con-

The original patents were taken by a Belgian engineer, the development work has been done by several of the leading Belgian and French firms, and the system is now adopted as standard equipment on several quality cars.

As is usual when a new idea proves its value through financial success, patent litigation has been aimed at it, but appears to be doomed to failure.

The Dewandre system, as it is called, consists in hooking the brake pedal or lever with a special valve on the intake manifold in such a way that application of the pedal or lever will create a vacuum behind a piston connected with the brake operating linkage.

Atmospheric pressure acting on the other face of the piston creates a pull, proportionate to the area of the piston and the amount of the vacuum, and it is easy to so arrange the design that the pull will be very much greater than could be supplied by the mere physical strength of the driver.

Simple as the idea may be, its application entails some difficulties. The most evident one is the necessity of enabling the driver to control the pull of the piston so as to produce the exact amount of braking effort called for by the circumstances and no more.

It is evident that in an apparatus consisting of as few parts as listed above, the vacuum behind the piston would cause full application of the brakes every time the pedal or lever would be touched. This is not acceptable in automobile work, although it may work in railroad practice.

Proper handling of a car requires that the driver be able to

secure just the amount of braking that he may deem desirable, and that he may be able to maintain that exact amount as long as he may judge necessary.

This necessitates that, notwithstanding the great possible power of his "servo brake," the action of the latter be at all times in proportion to the amount of pedal or lever displacement, and also that there be a "feel" in the pedal or lever enabling the driver to judge of the amount of brake action he is creating.

The system referred to in this article secures the "feel," and the gradation of effort through a special construction of the vacuum valve and through the way in which the brake rods are linked to both the pedal and the vacuum piston.

Though simple enough, the principle can best be grasped by following it on a diagrammatic drawing such as we reproduce here. This diagram does not pretend to show the relative proportions and the actual disposition of the parts, and its object is simply to make the operation perfectly clear.

A valve box containing two mushroom valves "v" and "a" is attached to the engine's intake manifold at a point between the throttle and the inlet valve cham-

bers. A pipe "p" of about three-fourths-inch internal diameter in actual installations connects the valve box to an open end cylinder "c," into which operates a piston "P."

The rather large diameter of pipe "p" is necessary to secure instantaneous response of the piston "P" to the action of the vacuum created by the depression in the intake manifold.

In actual practice the cylinder "C" is generally fastened to the lower half of the flywheel bell housing, thus making for a short and rigid connection, easily installed, between the valve box and the vacuum cylinder, the open end of which is protected from dirt and water by a plaited rubber boot.

The valves "v" and "a" in the valve box both open toward the inside of the box, "v" connects with the manifold and "a" admits air from the outside. A small lever "L" is so connected with these valves that it opens one or the other, or closes both, but never can open both simultaneously.

All brakes on the car, whether it be fitted or not with front wheel brakes, are operated from a cross-shaft "CS," and the pedal or lever, as well as the vacuum piston, actuates this cross-shaft through lever "BL." In the diagram the system is shown in connection with a pedal.

The rod connecting the pedal to lever "BL" is not a rigid rod as usual, but is in two sections, "T" and "R," possessed of a slight amount of limited telescopic mo-

FUTURE AUTO DESCRIBED BEFORE BRITISH SOCIETY

London, Feb. 2 (U. T. P. S.).—Two British firms are ready with designs for the production of £100 automobiles, according to a statement made by Lt. Col. Sir Alan Burgoyne, M. P., in a paper on "The Future of the Automobile," read before the Royal Society of Arts.

Burgoyne predicted that interior heating and cooling and unshatterable glass will become standard; non-dazzle or dipping lights, bumpers and four-wheel brakes will be made compulsory; while gear changing will be abolished. Infinitely variable gear mechanism, automatically actuated, becoming standard. There will be no use for the magneto in the car of the future, he said.

REDUCE PRICES

London, Feb. 2 (U. T. P. S.).—Prices of 14 h. p. and 40-50 h. p. Delage autos are being reduced in this country. They will now be: 14 h. p. standard chassis, £395; sports chassis, £460; touring auto, £495; sports four-seater, British coachwork, £675; four-door four-seater saloon, £645; the same, with partition, £665; four-door sports saloon, light body, £675; 40-50 h. p. grand deluxe chassis, £1,050.

London, Feb. 2 (U. T. P. S.).—A new device is being tried out in connection with white traffic-direction lines at crossroads in London. The lines consist of white dots on the road surface, the dots being the heads of fire-clay pins, $\frac{1}{4}$ -in. in diameter and 3-in. long, forced into the wood paving blocks about two inches apart in a double row. The pins are strong enough to withstand driving into the blocks and, as their head surface is glazed, they keep clean. Probably the pins will be later used to form traffic directions on the road. Their advantage is that the insertion causes the minimum of road disturbance and that they stay put.

RAPSON CO. ORGANIZED TO SELL IN AUSTRALIA

London, Feb. 2 (U. T. P. S.).—The Australian Rapson Company is a new concern floated in Australia, with a capital of £500,000, to acquire manufacturing and selling rights in the patents of F. Lionel Rapson. The purchase price of these is reported to be £110,000. In addition to the Rapson tire, Rapson is known as the inventor of a hook-on lifting-jack, a dipping headlight system and an unpuncturable deflector tube. He was one of the pioneers of the low-pressure tire and has recently invented a wheel and tire for use in airplanes and racing autos, which tire can be run when deflated without becoming detached from the rim, creeping, or damaging the beads or tube.

LONDON USES WHITE PINS FOR CROSSROADS TRAFFIC

London, Feb. 2 (U. T. P. S.).—The object of the limited telescopic motion in rod "TR" is to secure actuating means for the lever "L," which controls the vacuum and air valve action. This is done through the use of a flexible conduit "FC" and a wire "FW," such as is used in bicycle and motorcycle brake controls, under the name of Bowden transmissions, and it is in the action of this transmission that the whole secret of the system resides.

The conduit "FC" is connected to section "T" of the telescopic rod and the wire "FW" is connected to section "R."

When the driver actuates the pedal, section "T" of the rod moves forward until it picks up section "R," the relative displacement thus produced between the two sections of the rod pulls wire "FW" through the conduit "FC" and this opens valve "v" through lever "L," the vacuum reaches cylinder "C" and piston "P" applies the brakes further.

The rod connecting the pedal to lever "BL" is not a rigid rod as usual, but is in two sections, "T" and "R," possessed of a slight amount of limited telescopic mo-

BUYING AUTOS BY THE POUND
Figured on the cost per pound basis, automobiles are estimated to be cheaper than any other manufactured product with the exception of farm implements, according to General Motors statisticians. The coach models of six General Motors lines average a fraction over 46 cents per pound—less than the cost of a pound of butter—and range from 35 to 73.5 cents per pound.

With the



CARBURETERS

YOU CAN GET
Higher Horse Power
Lower Fuel Consumption
Easier Starting
Greater Flexibility
No Carbon—Monoxide
30 Days Free Trial
Desirable Territory Open
WRITE
JUHASZ-CARBURETER-Corp.
256 WEST 49TH ST., NEW YORK



Manufactured by

Hampden Auto Top and Metal Company
Springfield, Massachusetts

H. H. Meyers Top Company

Chicago Distributors

2532 South Wabash Avenue, Chicago, Ill.

See Us at Space 21 and 22, Coliseum

BONNEY
*“CV” Chrome Vanadium
WRENCHES

Every one of these Bonney *“CV” Engineer Wrenches is guaranteed to strip the thread of any U. S. or S. A. E. nut or break the bolt before the jaws will spread.



No. 25 Kit—\$7.85
(as illustrated)

Set No. 25, as illustrated, contains six *“CV” Chrome Vanadium double end Engineer's wrenches with twelve different openings from $\frac{1}{8}$ " to 1" to fit a large range of sizes of U. S. S. or S. A. E. nuts and Hex. Cap Screws.

This Kit takes care of the greater part of the mechanic's wrench needs and is an ideal kit for the car owner.

You Can Obtain Them From Your Dealer or Jobber

BONNEY FORGE & TOOL WORKS
Allentown, Pa.

MOTOR HAS PUT ROAD BUILDING CENTURIES AHEAD

Detroit, Feb. 2.—In a comparison of road conditions in the early "horseless carriage" days of some twenty-five years ago and the thoroughfares of the present, Roy D. Chapin, vice-president of the National Automobile Chamber of Commerce, says:

"Less than twenty-five years ago the first automobile successfully negotiated the trip by highway from Detroit to New York city. It took a full week to get there.

"A complete set of replacement parts had to be carried with the car, since service stations did not exist. Early in the trip the tires fell into the habit of deflating at from ten to fifteen-mile intervals.

"Time and again the road stretched away into seemingly bottomless mud. Frequently extra horse power was required to extricate the vehicle from difficulty.

"The direction of the road to New York was uncharted. For that matter, the road to points but from twenty-five to thirty miles distant was unknown to a majority of those questioned as to directions.

"Today the same trip is made comfortably in three days, without a stop for repairs, assistance out of mud holes or delay in seeking directions.

"A uniform national highway policy has been very largely responsible in making possible an easy-flowing interchange of motor vehicles between different sections of the country.

"County lines have been erased. State lines do not exist for the motor vehicle. The improved highway speaks a language common to all. In point of time, we have only just emerged from the "dark ages" of highway building in the United States. In point of actual accomplishment, we are centuries removed.

"Today we have 3,000,000 miles of highways, ranging from mere trails to the highest type of improved road. Half a million miles have some type of surfacing.

"A central system of highways has been established: the Federal 7-per-cent. system of approximately 200,000 miles.

"Our highway program seems to be well stabilized at approximately a billion dollars a year. It is the largest public works job the world has ever known—and the freest from corruption. There are, however, large problems demanding attention.

"Congestion of traffic is not prevalent on the rural highways. Most frequently it occurs at the gateways to the cities. The arterial highways leading into large cities frequently pass through neighboring satellite centers. The traffic is more than local, yet local control remains. There is a gap here which must be bridged by closer co-ordination between the several groups. Arterial highways in these metropolitan areas must be built, but this can only be done by united action.

"Hardly less important is the situation existing with reference to the 3,000 county highway organizations. Half of all available funds are spent by them on roads of secondary and local importance. Diversity of practice in construction and maintenance prevails. States have had the benefit of Federal co-operation in working out uniform standards, but co-operation of this character has too infrequently existed between county and state.

"Because of the vast sums involved it is essential that closer attention be given to working co-operation between county and state, to the end that the funds may be conserved and the secondary roads be built with a view to future requirements of the whole nation.

"Other questions of scarcely lesser

THE leadership of the future will rest with those manufacturers who not only sell on a large scale but keep selling ALL the time.

Each day the Automotive Daily News reaches the leading executives of the industry—and A. B. N. is read.

Would Keep Shows Open on Sunday

Chicago, Feb. 2.—Agitation has already been begun to see that the Chicago Auto Show shall be kept open Sunday in the future and a number of men prominently identified with the industry are urging that this be done in the future. Among them is H. T. Ewald, president of Campbell Ewald Company.

"Practice established at the shows in Detroit and Cleveland," says Mr. Ewald, "has already demonstrated that Sunday is one of the best days of all from the attendance standpoint. Our office in Chicago has had almost innumerable inquiries from interested people who wanted to know why the show was closed on Sunday. I sincerely hope that in the future the Chicago show will be open every day in the week and that the people who can come on Sunday only are given their opportunity to see what the show has to offer."

MEMPHIS GROWING AS BODY PART CENTER

Memphis, Tenn., Feb. 2.—This city and adjoining territory is fast becoming a hardwood automobile body part manufacturing center. One local plant of this nature is expanding, and it is said other plants plan to come here. The Fisher Body Corporation is a Memphis concern. Other concerns are becoming interested in this section.

OFFER UNIQUE SERVICE IN GROUND BEARINGS

Minneapolis, Feb. 2.—The Ahlberg Bearing Company with branches at Minneapolis and Duluth offers a unique service and does a good business in making a specialty of reclamation of ball bearings which are known to the trade as Ahlberg ground bearings.

Customers turn in worn bearings and receive ground bearings in exchange, only paying for the re-grinding of the bearings turned in. The worn bearings are reconditioned at the factory in Chicago.

TO RETIRE BONDS

Milwaukee, Wis., Feb. 2.—T. M. E. R. & L. Company, bus and street car operators, have announced that a \$3,000,000 issue of 8 per cent preferred stock will be retired March 1 at 103.

moment remain. Many primary state highway systems are largely surfaced. But we are now facing the larger problem of handling the traffic flow which these roads have attracted.

"Wider roads between the larger centers of population must now be undertaken. This is more particularly true in the Eastern states, where primary road systems have been largely surfaced.

"Straightening of roads and elimination of curves, bad bridges and grade crossings are essential to the future efficiency of this new transportation.

"Secondary roads must be improved and brought up to standard to take the overflow and handle their own increasing traffic.

"Greater utilization of highway transportation is the chief solution of distribution costs and difficulties.

"Co-operative marketing and the intensive development of farm areas contiguous to urban markets finds its greatest asset in improved highways. These offer a real solution to farm market problems.

"Our highway program is well begun. Genuine economy demands that we complete the task we have undertaken. To do so means the creation of new wealth, the opening of new production areas and the greater enjoyment of life made possible by the higher standards of living to which highways contribute so largely."

TRADE STABILIZED GLANCY DECLARES

1925 Was Industry's Most Productive Year, He Says

Chicago, Feb. 2.—Sane production, increased economies and greater co-operation between manufacturers and dealers are cited by A. R. Glancy, president and general manager of the Oakland Motor Car Company, as reasons why 1925 will be recorded as the most constructive year in the history of the automotive industry. Mr. Glancy, who is attending the National Auto Show here this week, added that these important strides cannot but be reflected in greater earnings during the new year by leading automobile makers.

"Probably the outstanding stabilizing feature of 1925 was the sane production and distributing policy," Mr. Glancy asserted, "for during the greatest producing year in the industry, there was no over-production. Dealers were never

overstocked. Factories maintained fairly even schedules and kept hands on the pulse of retail sales so closely that at no time was the market glutted with cars.

"It is not so much that this took place for one year, but that the policy is almost universal in the industry—a definite system by which the large producing companies are intelligently guiding their output. Today, with the exception of about three months in winter, the monthly production figures and the retail sales figures are almost synonymous. This movement to watch production very closely in order to prevent overloading of dealers had its inception, really, in the spring of 1923. But the effect of the movement was not really apparent until the beginning of last year, when the new selling season was ushered in.

"Alfred P. Sloan, Jr., president of General Motors, was one of the first to go on record with a broad-gauge policy of this kind, with the result that General Motors dealers, as a whole, finished the first six months of 1925, and in fact the entire year, in better condition than they had ever known before. Overproduction is really as harmful to the factory as to the dealer organization. It means a back-up in the long run and reduced factory profits.

"Economics during 1925 were reflected, particularly with the many large companies that introduced new cars early last fall. Fewer men per unit of production are being used today than

AUTO BEATS TRAIN TIME BETWEEN K. C. & ST. LOUIS

St. Louis, Feb. 2.—An automobile this week made the trip from Kansas City, Mo., to St. Louis over the new all-weather Kansas City-St. Louis highway in about seven hours and fifteen minutes' running time. This is thirteen minutes faster than the fastest train between the two cities. Railroad mileage between the cities is 282.4 and mileage by road 265.5. The highway, which is mostly hard-paved, was formally opened to traffic January 10.

IMPOSE GAS TAX

Washington, D. C., Feb. 2.—A tax of 3 cents an imperial gallon (1.209 United States gallons) on gasoline became effective in Nova Scotia on January 1, the Department of Commerce was advised today.

ever before. The reduction in the number of workers needed to build a given number of vehicles or parts ranged from 10 to 15 to as much as 50 or 60 per cent. within the last two years. This has been brought about without any reduction in wages. A real quest has also been started for understanding of the more complex and more highly technical phases of metallurgy, management, material handling and car design.

and Mr. Jenkins of Automotive Service READS the Automotive Daily News!

AUTOMOTIVE PARTS SERVICE

JENKINS AUTOMOTIVE PARTS SERVICE, INC.

Wholesale Replacement Parts and Supplies

Columbia, S. C.

Dec. 15, 1925

Automotive Daily News
1926 Broadway
New York, N. Y.

Gentlemen. Attention of Mr. Alexander Johnston

"Automotive Daily News" practically since its inception, I wonder how the industry did without such a periodical as long as it did. It gives news of the industry while it is still news.

To me it is more interesting than our home daily paper.

Yours very truly,

JENKINS AUTOMOTIVE PARTS SERVICE, INC.

BY *E. Jenkins*

RMS: FH

Use this coupon to keep the Automotive Daily News coming daily

AUTOMOTIVE DAILY NEWS,
1926 Broadway, N. Y. City, N. Y.

A. D. N.

Gentlemen:

Enter my subscription at once for the AUTOMOTIVE DAILY NEWS, and note the terms I have indicated below.

I enclose \$....., or will send \$..... upon receipt of bill.

NAME

ADDRESS

City State

3 Months at \$3.00	6 Months at \$6.00	1 Year at \$12.00
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MORE INDIAN AUTOISTS REQUIRE MORE HIGHWAYS

Washington, Feb. 2.—The increasing use of the motor car on the Indian reservations of the country has necessitated the expenditure of \$510,525 in the construction of highways in nine

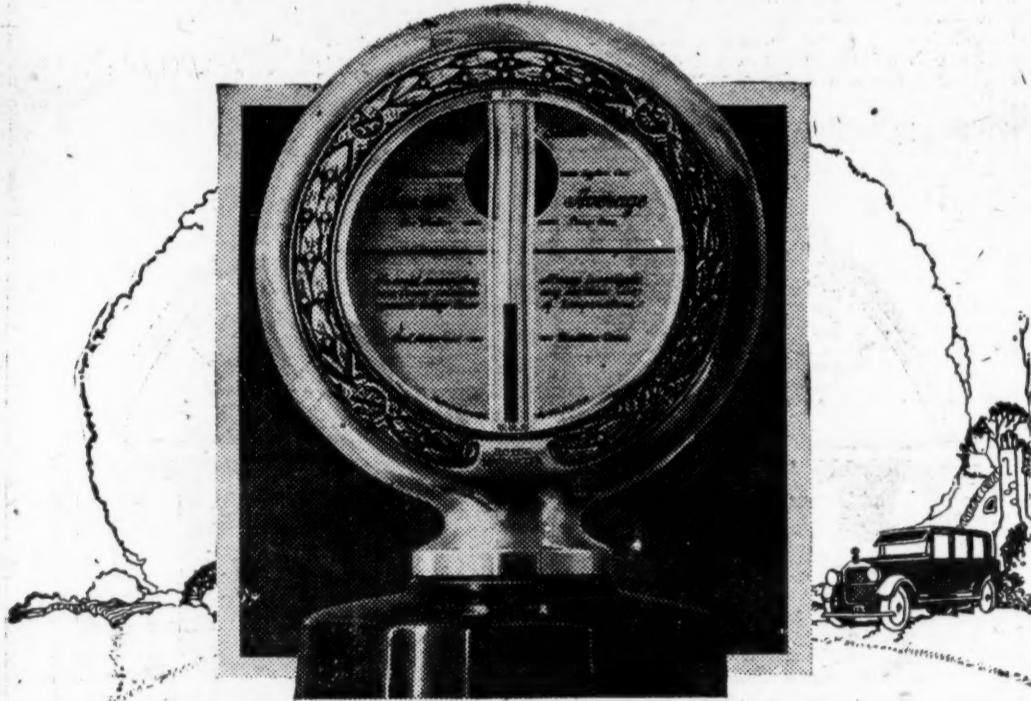
Western states, the Interior Department announced today. The roads include connections with main highways.

Government aid money was spent in Arizona, California, Minnesota, Montana, New Mexico, Oklahoma, South Dakota, Washington and Wyoming.



DEALERS, connect yourselves with the greatest patented automotive necessity in the United States. LOSE NO TIME—Get our proposition at once, without delay.

1111-1113 S. BROAD ST.,
Philadelphia, Pennsylvania



NOTICE the number of cars at the show that are equipped with the Boyce Moto Meter! An overwhelming majority—impressive evidence of its utility, beauty and downright value.

On the radiator cap the Boyce Moto Meter is always in the driver's line of vision, always ready with its warning ten to fifteen minutes before trouble brews under the hood. The unfailing sign of the man who is kind to his motor.

Over 8,000,000 now in use.

THE MOTO METER CO., Inc., Long Island City, N. Y.
THE MOTO METER COMPANY OF CANADA, Ltd., Hamilton, Ont.

BOYCE MOTOMETER

The name "Moto Meter" is the registered trade-mark and the exclusive property of this Company

Diamond-T Truck at Delivery Truck Show, Hotel Sherman, Chicago



MEXICAN FIRM TO BUY ROAD MACHINERY

San Antonio, Feb. 2.—The National Road Construction Company of Mexico have made plans for the purchase of 1,800,000 pesos' worth of road machinery, according to a telegram received by the Mexican consulate of this city. The machinery will be purchased within a short time, and will be used in road maintenance between the City of Mexico, Hidalgo, Pachuca and Jalapa.

NEW SEDAN IN VELIE DISPLAY

Slanting Windshield Is One of Advanced Features

Chicago, Feb. 2.—A new sedan model on an improved chassis is proving an attraction in the booth of the Velie Motors Corporation. It has advanced features and is expected to be a leader of the Velie line in 1926. Other closed models of interest are present in the Velie space.

Body of the sedan is featured by a new slanting windshield which is claimed to eliminate reflections and greatly reduce the wind resistance. It permits the use of an adjustable, dark-hued glass visor which lies flat against the shield.

Extreme lowness characterizes the body mounting, the roof line being less than five and one-half feet from the ground. Appearance is further enhanced by the smooth rounding of all the body lines. Finish is in double tone lacquer of peacock blue and breast brown, with black moldings and striping of light gray.

Instrument board is of walnut in natural finish and is matched by the garnish rails. The instruments, including a gasoline gauge and a clock, are grouped under glass in a single oval panel. Equipment includes automatic windshield wiper, rear vision mirror, cigar lighter, stop light, front bumper, rear bumperettes, motometer and bar cap and extra tire and cover.

Not only is the body new, but there have been many changes made throughout the engine and chassis. A feature of the engine is the enlarging of the crank-shaft from 2 inches to 2 1/4 inches in diameter. This change is claimed to practically eliminate vibration. The shaft also is counterbalanced and extremely rigid.

The new Velie motor is of the six-cylinder valve-in-head type and develops 58 horse power at 3,000 revolutions per minute. The bore is 3 1/16-inch, stroke increased from 4 1/4-inch to 4 5/8-inch. Total displacement is raised from 204 to 221 cubic inches.

Connecting rods have been lengthened from 8 1/4-inch to 10-inch centers. Pistons are cast iron, 3 1/8-inch in length, 1/8-inch longer than formerly with a 1/8-inch piston pin. Pistons carry four rings; three 1/8-inch rings above the piston pin, of which the two upper are plain and the third an oil regulating ring. A plain 3 1/16-inch ring is used below the piston pin to equalize cylinder wear.

Valves have been increased in size, inlet being 1 9/16 inches clear; exhaust, 1 7/16 inches clear. Inlet valves are chrome nickel; exhaust of sil-chrome. Valve stems are 1/8 inch in diameter. The design of the valves is best described as tulip-shaped. This design, while showing less tendency to warp, also eliminates restrictions, and there-

NORFOLK BUYERS ARE GOOD RISKS

Few Repossessions Necessary in Virginia Metropolis

Norfolk, Va., Feb. 2.—Eighty-five per cent. of the automobiles sold in Norfolk this season are handled on the time payment plan, yet credit conditions are so good here that but 3 per cent. of these sales result in cars being repossessed, according to the local manager of a national automotive financing concern.

"Automotive conditions here are so much better than they were last year," he said, "and the prompt manner in which monthly payments are met indicates other lines are prospering also. In these days, when the purchase of an automobile represents usually an investment in transportation rather than the acquisition of a luxury, the automotive industry reflects a general idea as to the conditions in other fields.

"Practically all of the cars which are repossessed are those on which but three or four payments have been made. In fact, 99 per cent. of the repossessed cars are taken over after only a few payments have been made. The average automobile buyer keeps up his payments all the way to the last note. Not one in 500 falls down during the last month or so.

"Norfolk people are good credit risks and seem able to meet their payments without undue sacrifice or weakening their standing with other firms. Investigations have disclosed that 55 per cent. of the time-payment customers meet their notes on or before date due, and 40 per cent. pay during the ensuing thirty days.

"The percentage of those who fail to keep up their payments—amounting to about 3 per cent.—falls in the remaining five, and the other transactions are adjusted satisfactorily for all concerned."

by decreases resistance met by gasoline vapor when being drawn into the explosion chamber of the cylinder, making for increased power and economy.

Full-pressure lubrication is provided to crankshaft, connecting rods, camshaft and accessory shaft bearings. Also to the valve rocker shaft and all parts of the valve mechanism. Crank case has an oil-carrying capacity of six quarts.

Cooling system is thermo siphon, with a four-blade belt driven fan. Outlet tube is now placed on center of the right-hand side of the cylinder head. This permits water to leave the cylinder from the hottest section. Formation of steam pockets have been eliminated.

A carburetor 1 1/4-inch size is substituted for the 1-inch carburetor formerly used. The diameter of the intake passage has been increased to 1 1/8 inches. An enlarged exhaust manifold is also employed. Gases from three cylinders are deflected about the vertical intake passage from the carburetor, aiding materially in cold weather starting. Laboratory tests have shown the distribution of fuel effected by the Velie manifold to be practically 100 per cent. even to all cylinders.

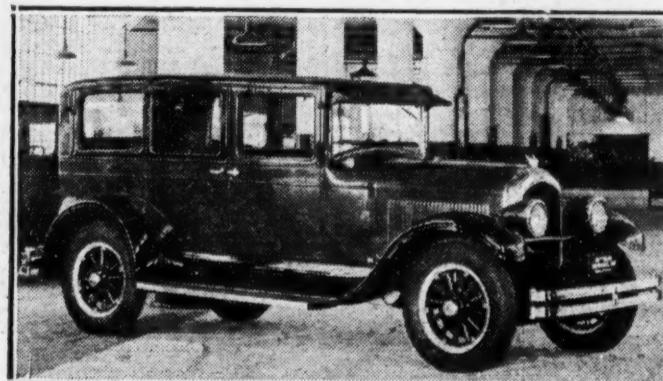
Spark plugs are now located in the head on the lefthand side. They are set at an angle between the valves, so that the points come very nearly to the center of the combustion chamber.

The result of the various increases in size and design has been to give the Velie motor greatly increased power and speed. Maximum torque is 145 foot pounds at 400 revolutions per minute, or about 12 miles per hour, and this maximum is held without decrease up to 2,000 r. p. m.

Remy three-unit type electrical system is employed. Clutch is Borg & Beck single drive disk. Transmission is of the selective sliding gear type, three speeds forward and one reverse, ball bearings throughout.

Imperial '80,' Third Chrysler Line, Is Shown

New Bearer of Name Is Bigger, Higher-Priced



Chrysler Imperial '80' Sedan Limousine

CHICAGO, Feb. 2.—With the national shows, Chrysler enters the higher-priced field with a third line, known as the Chrysler Imperial '80.' As in the Stutz, this car is really new and different and is one of the important contributions to motor car achievement to which the industry can point with pride during 1926.

The coming of the Imperial 80 has been broadcast to the public by a carefully planned advertising campaign so that interest in its showing was fully as intense as in the Pontiac and Stutz. The renown which the Chrysler name has gained in its short but sensational existence added further to the anxiety of thousands to see what this bigger Chrysler would be. As disclosed in New York and at the Coliseum today, it fully met the expectations of those who flocked to inspect it.

In outward appearance it bears the unmistakable Chrysler stamp on a larger scale. The radiator shell is similar to that of the smaller six, but the hood is fluted on each side in a distinctive manner. Six body types are being built, phaeton, roadster, coupe, five and seven passenger sedans and sedan limousine.

Its 3 1/2 by 5-inch engine, developing 92 horse power, is said to be capable of driving the car at speeds in excess of eighty miles per hour. It is an L-head type with combustion chamber designed for high turbulence. The greater part of the compression space is in the valve chamber and very little clearance is left over the piston at the top of the stroke.

Engine mounting on the new Chrysler shows a departure from standard practice. Rubber cushion mountings are used which prevent metal-to-metal contact and dampen out vibration before it reaches the frame. Pistons are of light weight aluminum alloy with the piston pin bosses supported by webs of the same material. The alloy used has practically no expansion, so that the pistons can be fitted much closer than has been possible with the ordinary lightweight piston.

Rubber is also used in the chassis for the connection between the frame and the springs instead of the more usual shackle construction. Rubber cushion clamps envelop and hold the ends of the springs. These clamps are held in malleable brackets and absorb road shocks before they are transmitted to the car. They are non-rattling and do not require lubrication. The springs are provided with tailored boots which are provided with a supply of lubrication to last many thousands of miles. They protect the springs from dirt and moisture and obviate the necessity of periodic oiling and greasing.

There is a new clutch, the design of which embodies woven-in asbestos facing on the clutch disk. The crankshaft is scientifically designed and carefully counterbalanced. Complete vaporization of the fuel is assisted by an efficient carburetor and the utilization of manifold heat. A fumer is fitted to make cold weather starting

LEADERS in all manufacturing and selling branches of the industry have acknowledged A. D. N. as the biggest step in a decade for broadcasting industrial news and advertising.

There are many reasons why this is true, but one of the main ones is—because every page of A. D. N. is seen and READ.

TRI-STATE TRACTOR MEET ATTRACTS MANY FARMERS

Evansville, Ind., Feb. 2.—Forty farmers of the tri-state territory comprising southern Indiana and Illinois and western Kentucky attended the tractor demonstration school conducted by the Evansville branch of the International Harvester Company in the salesroom of the Heldt Company, local McCormick-Deering dealer.

The demonstrations, which consisted of tearing down and reassembling tractors, were conducted by A. T. Hixon, local international representative. Mr. Hixon and H. L. Logsdon, advertising manager of the Evansville branch, gave talks. Motion pictures showing the part the tractor is playing in modern farm development were shown at a neighborhood theater.

The demonstrations were repeated in other localities.

FLINT APPROVES ISSUE

Flint, Feb. 2.—Stockholders of the Flint Motor Car Company at a special meeting approved by a large majority a resolution to float a bond issue of \$2,500,000 to be used to repay the corporation's indebtedness to the Durant Motor organization.

easier. An air cleaner, oil purifier and gasoline filter are standard equipment.

Interiors of the closed bodies are luxuriously furnished and fitted with many accessories. The instrument board panel is of walnut finish with controls arranged in graceful units. Twin mirrors are attached to the windshield and afford rear vision for both driver and front seat passenger. Steering wheel is of walnut to match the instrument board. Windshield wings are standard on the open models.

Summing up the characteristics of this new car, three qualities predominate—speed, beauty of line and smoothness of operation. The large number of retail sales made at the New York show, the interest shown by dealers and the enthusiastic reception accorded it here today indicate that this car will be a potent factor in the fine car field during the coming year.

FRANKLIN HAS SPECIAL COUPE

Engine Output Increased By Improvement in Air Cooling

Chicago, Feb. 2.—Franklin's appearance at the show marks the twenty-fourth consecutive showing by this manufacturer. This year, the Franklin company's silver jubilee anniversary, finds it in the most prosperous condition of its history. The de Causse-styled Franklins enjoyed great public favor last year and the same general lines are to be continued during 1926.

An important engine refinement is the only mechanical change of note. This consists of the substitution of copper cooling fins for the former steel ones. Since twice as many copper fins are now employed and as in addition copper has a higher heat conductivity than steel, cooling is promoted to a considerable extent. For this reason it has been possible to increase the engine compression and consequently its power output.

Of particular interest in the Franklin display is a new sport coupe, which has a height from ground to roof of only 64 inches, making it the lowest car at the show. The body is custom-built and the windshield post is a bronze casting which acts as the corner post for the body. Since it is much narrower than the usual corner post found in closed bodies, it offers little obstruction to vision. The windshield glass is rigidly fixed and ventilation is obtained by a special ventilator in the cowl. A rumble seat is provided in the rear deck, which when closed is said to be water-proof because of the use of a sponge rubber strip to seal the joint. Finish is in cream lacquer with the roof covered in leather.

Standard models of the 1926 Franklin, which is designated as Series Eleven, are also on view at the booth, done for the most part in brilliant colors. There is a sedan in brown with black and gold striping and black superstructure, a coupe with green finish, black and white striping and black above, and a touring with blue varnish, silver striping and blue leather upholstery.

Other original creations in the new line are a sport sedan with collapsible rear quarter; an enclosed drive cabriolet with collapsible back; and a cabriolet which is an innovation in town car size and style.

With improved performance capabilities, still greater beauty of body style, and the impetus of last year's success, Franklin expects to set new records during the coming twelve months.

St. Paul Ford Rolls Up Record

St. Paul, Minn., Feb. 2.—The St. Paul plant of the Ford Motor Company has recorded a greater sales volume gain in 1925 over 1924 than any other of the Ford plants, according to reports announced here.

Sales during December were approximately 75 per cent. greater than during December, 1924. During 1925 the plant assembled 91,543 cars for distribution in the Northwest, an increase of 20 per cent. over 1924.

Plans are under way for doubling the present forces of 2,200 workers to achieve a greater production in 1926, according to S. A. Stellwagen, in charge of the St. Paul plant.



The Sign of Auto-Lite Service



A National Protection to Automobile Owners

The Electric Auto-Lite Company

Office and Works: Toledo, Ohio

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LOCOMOBILE HAS NEW MODEL "90"

Is Smaller Edition of Standard Loco-Jr. 8 Models Shown

Chicago, Feb. 2.—Locomobile, one of the oldest and most honored names in the industry, is very much present at this show. The Connecticut company has on view three distinct lines, one of which was recently introduced and is making its show debut.

This is the Locomobile 90, a running mate to the big Locomobile, but built on a smaller scale. It has a considerably lower price range, \$5,500 to \$7,500, and, while still a quality car of the highest type, it makes Locomobile characteristics available to a wider circle of buyers.

It has a six-cylinder L head engine developing 86-h. p. Cylinders are cast en bloc, the crankshaft is supported on seven main bearings and a Lanchester damper is fitted.

Its wheelbase is 128 inches and it employs the Bendix-Perrot four-wheel brake system. Its seven standard types are: touring, roadster, coupe, five-passenger sedan, five-passenger sedan with division, seven-passenger suburban, brougham and seven-passenger non-collapsible cabriolet. Special coachwork is also available.

The model 48, the big Locomobile, remains with its basic features unchanged. The 98-105-h. p. six-cylinder T head engine with cylinders cast in pairs, the bronze base, the dual ignition, the four-speed transmission, the full-floating rear axle, the 142-inch wheelbase and the other distinctive attributes are all retained.

In addition, the car has been modernized by the adoption of many features of present-day engineering. The line consists of these body models.

Four-passenger sportif, seven-passenger touring, cabriolet, Victoria sedan, inclosed-drive limousine, touring limousine, town brougham, and various custom adaptations to suit individual tastes.

The third line is the junior Eight Locomobile, a straight eight car in the \$2,000 class which was brought out last year. This car, in its first year, has won a secure place in the regard of the American public, and the good name which it has won was reflected in the attention paid it both here and during the New York show by visiting crowds.

It is a car of advanced design with an engine developed from racing practice. It is equipped with Bendix-Perrot mechanical four-wheel brakes, has rubber shock insulators and many other chassis innovations. Wheelbase is 124 inches.

To the 1925 line-up of four models—touring, roadster, sedan and brougham—has been added a fifth, a coupe accommodating four passengers, two in a folding seat in the rear deck. Finish is in two-tone green with the upper sections in a fabric material, embellished with landau bows. A price of \$2,265 has been set on this job.

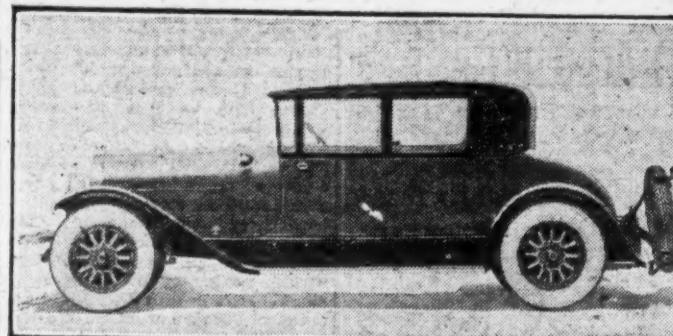
MISSOURI ROAD WORK IN 1925 COST \$26,000,000

St. Louis, Mo., Feb. 2.—The annual report of the Missouri Highway Commission covering the work of that department for the year 1925 shows that 832 miles of road were hard surfaced and 388 miles of road were graded in Missouri last year.

More than \$26,000,000 was spent on state highway work in Missouri during 1925, the report of the Commission, which has just been issued, states. This was \$6,000,000 more than was spent on such work during the previous year.

The hard surfacing work during 1925 fell short 168 miles of the 1,000 mile goal set, due to much unfavorable weather, but "it was fully demonstrated," according to the report, "that the highway department can carry on a 1,000 mile program for 1926."

Locomobile New Model "90" Coupe



Would Pay Salary Plus Commission

Portland, Ore., Feb. 2.—"I believe that the best plan of paying salesmen is on a regular salary, plus a small commission, although at present our sales force is working on a straight commission basis," declares J. A. Crittenden, sales manager of the Willy-Overland Pacific Company. "About \$125 per month and commission would be about right, I think."

"This should be a guarantee and no drawing account, so that the salesman will be free from worry and can devote all his energy to making sales. I do not believe in allowing a man an exclusive prospect list as a rule, although we are doing this, and allowing a salesman to keep his list indefinitely or until we arrive at the conclusion that he cannot sell some of them. Each salesman is required to make a report of every prospect twice each month. A better plan might be to zone the salesmen."

"Sales contests are a decided success. We have had a contest. The rules provided that the first man who gets net volume of \$7,000 is the winner and the contest is then closed. For every car that has been sold by the entire crew, \$5 is put into a pot, and the total amount divided among the three highest salesmen, proportionately as follows: The winner to get 50 per cent, the second highest in sales volume, 30 per cent; and the third in line, 20 per cent. No one knows how the contest is progressing or who is the highest man at present, and that is part of the interest in the game."

LAVIN AGAIN PRESIDENT OF TOPEKA AUTO ASSN.

Topeka, Kan., Feb. 2.—M. J. Lavin was re-elected president of the Topeka Automotive Association at the annual dinner of the organization. John Kersley was re-elected vice-president and R. H. Gaut was elected secretary-treasurer.

Directors from the various branches of the automotive interests were selected as follows: Carl Knoll, battery; J. E. Ward and E. Johnson, repair; J. Mills, wholesale oils; Joe Boettcher, radiator; F. W. Venning, machinist; F. Miller, accessories, and Herb Mack, car dealers.

N. CAR. DEALERS TO PUBLISH YEAR BOOK

Wilmington, N. C., Feb. 2.—The first annual year book of North Carolina automobile dealers will be published early in March by the North Carolina Automotive Trade Association, according to Coleman W. Roberts, secretary. The year book will be in the form of a special edition of *The Motor Dealer*, official publication of the state organization, and will contain interesting information and data relating to the automotive history of North Carolina. Registration figures of the past twenty years, complete surveys of the industry to date and analytical forecasts of the future will be other features.

AUBURN SIXES AND EIGHTS SHOWN

Models Have Low, Long Lines and Distinctive Look

Chicago, Feb. 2.—In addition to its new four-cylinder line the Auburn Automobile Company is showing representative models of its sixes and eights-in-line. All three lines have the same long, low, distinctive appearance with differences in size and equipment.

Six unusually distinctive and Auburn-quality body types are obtainable on the six and eight-cylinder chassis. To a high degree have equipment and finish been carried out in these types to facilitate comfort, convenience and roominess of the respective models.

In closed types, Auburn has the brougham, sedan, coupe and the wanderer, each expressive of individual style and design. To assure dependable roadability under all conditions, Auburn brougham, sedan and coupe have been lowered to an unusual level that a bystander on the curb may see completely over the top. Body rigidity, combined with absolute chassis balance, so essential in complete road mastery, is incorporated in all Auburn models, the upholstery of which is designed to render long

wear under the most adverse circumstances.

Despite the exceptional lowness, through advanced design, interior roominess has been greatly increased. In the coupe three passengers are comfortably carried without interference to the driver, while the five-passenger touring, sedan and brougham models permit of unusual leg room and passenger comfort enhanced by the correct angled seat backs and deep upholstery, features so admired by all new Auburn owners.

The roadster and touring at \$1,395 each, sedan at \$1,695, the wanderer at \$1,745 and brougham at \$1,495, all in sleek Russian brown and moleskin, represent unusual value in the six-cylinder field, as does the three-passenger coupe in tan and maroon at \$1,445.

On the eight-cylinder chassis appealing to distinctive owners, Auburn's roadster and touring list at \$1,695 each, the coupe at \$1,745 and the sedan and brougham at \$1,995 and \$1,795 respectively. The wanderer lists at \$2,045 and completes the full eight-cylinder line.

SET NEW STANDARDS

London, Feb. 2 (U. T. P. S.)—The British Engineering Standards Association has just issued five new standards in connection with automobiles. These specifications cover dimensions for dynamos, distributor mountings, starting motors, dynamotors, and small couplings for internal combustion engines, the dimensions being given both in inches and millimeters.

The Hupmobile franchise is today regarded by motor car dealers generally as one of the most desirable that the industry has to offer.

HUPMOBILE EIGHTS and SIXES



January Sales in Illinois Top High Records of 1925

ROCKFORD, Ill., Feb. 2.—The first month of 1926 has slipped into automobile history—and local distributors and dealers have established new high sales records. The most optimistic dealer has found his expectations exceeded.

Every dealer in this city has passed his January, 1925, sales mark; and Rockford is the "key" city for northern Illinois.

Predictions for a record-breaking spring are no longer based on hope, but actual facts can now be stated.

The new attractive models, and the lower price levels generally prevailing, together with a general feeling of continued prosperity and employment among the buying public, are given as the reasons for this excellent sales showing, local dealers declare.

The Keyst-Herrington Auto Company, Dodge Brothers distributor, reports an increase this January of 300 per cent. over the corresponding month last year. "We have sold sixty-two Dodges this month, and this figure compares with twenty cars sold last January," said R. A. Herrington. "For spring delivery we have four times as many orders on our books as we had at this time last year."

"The new Reo, the best looking we have ever had to offer, is selling twice as fast as this month a year ago," declared J. S. Holmes, manager of the Reo Rockford Auto Company. "We averaged three sales a week last month, and our prospects are brilliant with potential deals."

"The Moon, we are not represented here last January, but M. W. Barrenche, northern Illinois distributor, now established here, sold six cars at retail the last ten days of January."

C. W. Williams, Paine and Jewett dealer, exceeded his sales mark of a year ago by 100 per cent. "The New Day Jewett is going to be a wonderful seller," he said, "according to present sales and immediate prospects we should triple our business this spring with the Jewett line."

Clifford Erb, vice-president of the A. C. Price Company, and sales representative here for the Cadillac, has more than doubled his sales so far this year over 1925 in the form of actual deliveries and cash orders.

"We have added two men to our sales staff and our deliveries are running 2,500 per cent. more than this month last year, and two times as many as during the best January we ever had. We are very strict on trade-ins, but people are becoming educated to the fact that lower prices on new cars means that used cars are depreciated at the same time."

Chevrolet Leads In Canton, O., Sales

Canton, O., Feb. 2.—Chevrolet sales topped all other makes of cars the past week, and from all indications the month as a whole will be one of the best in a long time for the Jamieson Sales Company, distributor here.

A good month was experienced by the Dunkel-McVey Company, Buick distributor here. While December proved a very active month for this concern, there have been many sales made the past four weeks, especially in the standard sedan, which seems to be the popular number at this time.

Demand Follows Automobile Show

Milwaukee, Wis., Feb. 2.—The much-predicted demand for new cars which dealers expected to follow the closing of the Milwaukee automobile show on January 23, materialized at least in part, a survey conducted among some of the city's leading dealers, covering the week ended January 30, reveals. The general tone of dealers' reports indicates satisfaction with results of the efforts being expended through their sales departments.

Dealers are using various methods in following up show prospects. Many sales are being made on a spring delivery basis at the present time, the purchaser paying a small amount down, the balance to be paid over a period of months or in some cases, the balance to be paid upon delivery of the machine.

Automobile men in general are enthused over the success of this year's show and its effects upon the business locally. Jesse Smith, Hudson-Essex dealer, expressed keen satisfaction in this year's exhibit and in the work of the Milwaukee Automotive Dealers' Asso-

With the Distributors

DODGE BANQUET

Denver, Col., Feb. 2. (U.T.P.S.)—More than 150 employees of the Allison Motors Company, Inc., distributor of Dodge motor cars, were present at the annual banquet of the company, which was held at the Alany Hotel last week. Yearly bonus checks were awarded to salesmen who made excellent sales records during the past year. Many associated dealers from all parts of the state were present.

FORM STUDEBAKER BRANCH

Indianapolis, Ind., Feb. 2.—R. S. Armacost, Hubbard Harmon, and John G. Rauch have organized the Armacost Automobile Company, with capital stock of \$100,000, and will take charge of the Indianapolis factory branch of the Studebaker corporation, succeeding George H. Hoffman, who will take the management of the branch of the same corporation in Philadelphia.

PACIFIC BRANCH

Olympia, Wash., Feb. 2.—The Sunset Motor Company of Seattle, state Hupmobile distributor, has opened a Pacific county branch agency at Raymond, with Don

Welch, former Oldsmobile agent, in charge of the sales department. Elwin Stout has been placed in charge of the service department.

INDICATES SALES

St. Louis, Feb. 2.—With 10,094 Dodge cars delivered at retail in St. Louis and 2,765 in St. Louis county in the last eleven years, the Tate Motor Company, Inc., has hung a ten-foot triple tube thermometer in its showroom to keep its prospective customers and sales force acquainted with the daily total of new cars sold at retail, the number of used cars traded in and the number of used cars on hand, and their value as allowed in trades.

SALES INCREASE

Portland, Ore., Feb. 2 (U. T. P. S.)—Rapid increase in volume of business during the past three years is known in the annual report of Condit & Conser, state distributors for Moon and Diana line and metropolitan dealers for Hudson and Essex. During 1923 this firm, headed by H. C. Conser and E. C. Condit, handled 1,009 automobiles; in 1914, 1,194 and during the past twelve months 1,240 cars.

SMITH PROMOTED
Salt Lake City, Utah, Feb. 2.—The Weter Motor Company, until a short time ago the Weeter-Collett Motor Company, has promoted Earl O. Smith to be assistant manager of the company. Mr. Smith has been wholesale manager. E. L. Beck and G. D. Burns will have charge of the wholesale department of this company hereafter.

Van Metal Wheels, including the new dual pneumatic type, will be on show at the Congress Hotel, Chicago, in L. L. Kinstler's room. All interested are invited to call.

Van Metal Wheel Division
Eric Malleable Iron Co.
Eric, Pa.

VAN WHEEL CORPORATION
Oneida, N. Y.

The Star exhibit includes, for the first time, a five passenger Landau Sedan on the new Six-cylinder chassis. A car of Fifth Avenue quality at low price.

Chicago Show Headquarters

Parlor G, 6 & 8, Congress Hotel

Low-cost Transportation

Star Cars

Built by Durant Motors



YELLOW TRUCK CO. BUYS BIG INTEREST

Share in Metropolitan
Distributors, Inc.,
Bought Here

NEW YORK, Feb 2.—The Yellow Truck and Coach Manufacturing Company of Chicago, through the Yellow Securities Company, a subsidiary, has purchased a large interest in the Metropolitan Distributors, Inc., a truck operating concern doing an extensive business in this city, states C. L. Greenbaum, its president.

An increase in capitalization of the Metropolitan Distributors, Inc., by which the capital stock was doubled, served as the opportunity for the purchase. While control still remains in the hands of himself and his associates, the Yellow Truck people have acquired approximately half of the common stock, says Greenbaum.

Two officials of the Chicago company, D. G. Arnstein and I. D. Babcock, have been elected to the board of directors and have also been made officers of Metropolitan Distributors, Inc. Arnstein is now vice-president and Mr. Babcock treasurer.

The other two officers of the truck operating company are Greenbaum, who retains the presidency, and E. C. Muller, secretary.

Inquiry at the local office of the Yellow Truck and Coach manufacturing Company elicited the information that Metropolitan Distributors, Inc., has been a large buyer of Yellow Trucks for trucking operations in this area.

INTERESTED IN RUBBER SITUATION—Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce (left) and A. L. Viles, general manager of the Rubber Association of America, who recently appeared before the House committee investigating foreign monopolies in rubber and other raw materials.



TWIN CITY BUS LINE PAYS \$50,000 AS LICENSE FEES

St. Paul, Feb. 2.—A check for \$50,000, delivered to Secretary of State Mike Holm by M. Bollum, president of the Twin City Motor Bus Company, marked payment of the state's largest single automobile license fee. The check is for licenses for ninety-four buses and seven service cars operating in St. Paul and Minneapolis, and represents a tax of 10 per cent. on the list price of each machine, less a depreciation allowance of 10 per cent. annually.

In addition to the state tax payments the company makes a payment to the Federal government of \$20 per bus. It requires the fares of 232,000 patrons to pay the

tax. The Twin City Motor Bus Company is a subsidiary of the Twin City Rapid Transit Company, which now has a monopoly of transportation service in the Twin Cities.

CAMPAIGN TO URGE CAREFUL DRIVING

Chicago Motor Coach
Co. Follows Record
Year With '26 Plan

CHICAGO, Feb. 2.—Following the establishment in 1925 of a record for safe operation never before equaled in America by any motor-bus organization, the Chicago Motor Coach Company plans to contribute the most comprehensive safety campaign ever arranged in the motor coach industry to Chicago's drive for street safety in 1926.

To the employees of the coach company who hold non-accident records for periods of three months, six months and one year, the company will award bronze, silver and gold medals.

The gold awards to drivers and conductors who pass through the year without a single accident will be presented at a banquet tendered by officials of the Chicago Motor Coach Company, and the other awards will be made in competition with the

south side, west side and north side divisions of the company.

In connection with the awards, weekly get-together safety meetings will be held at the company's garages, where the campaign will be stimulated by bulletins and daily reports of the non-accident drive.

The company's plan will be directed by Frank J. Tomczak, member and former chairman of the mayor's safety commission. As a preliminary to the drive the 1,800 employees of the coach company have been subjected to a rigorous physical and optical examination. The efficacy of original employment tests was shown by the fact that in all the men examined only fourteen required optical correction, while but two men disqualified in the physical tests.

BUS COMPANY AT ST. LOUIS CARRIES 23,814,797 in '25

St. Louis, Feb. 2.—A total of 23,814,797 passengers were carried by the People's Motorbus Company in St. Louis last year, figures just made public show. This is an increase of 11,105,393 over the year before. During December, 1925, 1,827,358 passengers were carried on buses here. Forty-three miles of new routes were opened in St. Louis last year.



INTERIOR SPECIAL SEDAN ON DUESENBERG CHASSIS

Note the special hand carved Walnut arm rests, the center one being removable. The cushion backs are covered with very fine Flemish tapestry woven on hand looms by the

Peasants of France. The head lining is finished off with a special walnut framework, in the centers of which the dome lights are inserted. We invite inquiries in regard to special Body Jobs.

CHARLES SCHUTTE BODY CO.

Lancaster, Pa.

D Y N E T O



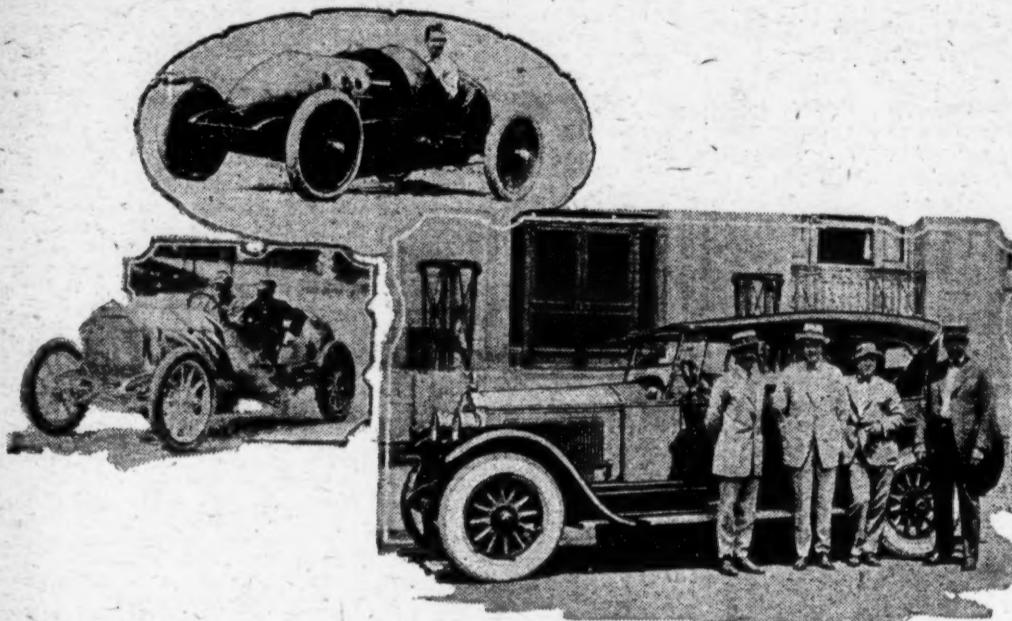
*A Simplified
Electric
Windshield
Wiper*

Retailing for \$450

Quick, simple installation for all cars, including the new inclosed Fords and cars using the Fisher type, one-piece windshield. Operates from the storage battery, using less than one ampere—hardly as much as a tail light. A simple tandem attachment costing but \$1.50 additional is practical and popular.

Guaranteed to the limit by the Owen-Dyneto Corporation, Syracuse, New York, manufacturers for many years of high quality electrical equipment for America's fine cars.

BUICKS YESTERDAY AND TODAY—In the oval is Bob Burman, who set many track records in the famous Buick Bug, which he is driving in the picture. Below him is Louis Chevrolet with the stock Buick that set many records. Reading, left to right, the group shows Peter De Paolo, 1925 A. A. A. track champion, with his Buick sport touring car; H. H. Bassett, president of the Buick Company; William Alexander of the Marvel Carburetor Company, and E. T. Strong, general sales manager for Buick.



NASH FEATURES A NEW ENGINE

New Coupe and Sedan Also Shown at Coliseum

Chicago, Feb. 2.—Nash, as well as nearly every other manufacturer, has taken advantage of the show opportunity to disclose something new to the trade and public. In the case of Nash, it is two new models and a new engine for the Advanced Six line, known as the "inclosed car engine."

The two new models are a coupe on the special six chassis and a four-door sedan on the Advanced six chassis. The feature of the new engine is the fact that the crankshaft is now supported on seven main bearings.

This, with the extension of the force feed lubrication system to all moving parts, is claimed to greatly lessen vibration and to make for that smooth, even action which is so desirable in connection with closed cars.

Bore of the new motor is 3 7-16 inches and stroke 5 inches. It has an S. A. E. rating of 23.36 horsepower and a piston displacement of 278.4 cubic inches. The added power of which this engine is now capable gives it the ability to lug the heavier closed bodies with ease.

The oil pan is now divided into three compartments and the tops of the end ones are closed by screens onto which the overflow from the relief valve discharges. The oil pump is located in the central compartment.

In addition, a gasoline filter, an oil purifier and an air cleaner have been added to protect the engine against the entrance of harmful foreign matter.

The new sedan on the advanced chassis is finished in gray with gold striping. Mohair upholstery and silver hardware feature the interior. The Special Six coupe is a utility model with duo-tone green leather upholstery and body finish in a deep gray-green. A large luggage compartment is fitted in the rear deck.

Ajax models, touring and sedan, are also on view in the Nash space. Body color is mallard green.

AUTO TAG FEES

Alliance, O., Feb. 2.—Revenue from the sale of 1926 automobile tags so far this year has reached \$20,000, Registrar D. M. Armstrong announces. A total of 4,400 passenger tags and 500 truck plates have been issued through the Automobile Club.

Canadian Takes Slap at U. S. Mfrs.

Toronto, Feb. 2 (U. T. P. S.)—According to H. G. Burford, chairman of the motor vehicles section of the British Motor Manufacturers and Traders' Association, who visited Toronto after viewing Motor Show in New York city, "Canada is being put in a false position, not only in England but all over the world, with a motor production that is 75 per cent. American, and certainly not more than 25 per cent. Canadian or British."

He thought from information he had been able to gather that "American manufacturers have been milking the world of materials, making fat profits and economically taking possession of the Canadian markets, and then the British."

"We have been looking into conditions," said Mr. Burford, "and we feel that, as matters are at present, they are a detriment to us in England and they will, sooner or later, militate very greatly against Canadian interests." He declared Canadians were bringing in American-made cars at a duty of about 33 per cent. and these cars were being shipped, advertised and sold in England as Canadian-made, when there was at the very most only 20 per cent. of their value Canadian, and that included labor.

"I have no hesitation," stated Mr. Burford, "in saying that if there is any disposition on the part of the Canadian public to support that could be used waiting for stand up against all comers, at inviting prices, there is all the money that could be used awaiting for investment."

DENVER AUTO SHOW GETS UNDER WAY

Denver, Feb. 2 (U. T. P. S.)—Two new makes of automobiles made their initial appearance in Denver with the opening of the annual automobile show in the municipal auditorium here on February 2.

The two are the Pontiac, a General Motors product, which was first exhibited this year at the New York display, and the Ajax, turned out by the Nash company.

A total of ten more automobiles will be seen at the exhibition this year than were exhibited last year, and the showing by automobile accessories will also be more extensive than in former years.

Ford Soon to Inaugurate New Air-Mail Service

Cleveland, Feb. 2.—Henry Ford, world's biggest automobile manufacturer, soon is to become one of Uncle Sam's mail carriers.

Ford, on February 15, will inaugurate the new Cleveland-Detroit air mail service, in conjunction with the air freight and express service he has maintained for the last eight months between the Highland Park plant in Detroit and the Cleveland airport.

Ground has been broken for the hangars at the airport which will form the local terminus of the new line. Ford's rules that his flyers shall "take no chances" will be continued when the Stout all-metal planes start carrying Uncle Sam's mail. The planes will skirt Lake Erie to Toledo, striking thence north to Detroit, instead of crossing the west end of the lake.

Construction of the Ford hangars and repair shops here marks another step in the development of the Cleveland airport, for which the city has already expended \$1,500,000, as a great air terminal. Agitation is now under way to induce the Glenn L. Martin Company, airplane manufacturers, to move

its plant to the terminal, it being understood that the National Airways, Inc., which is soon to erect hangars at the airport for their New York-Chicago air express line, has offered the Martin Company its repair business, if its shops are moved to the airport.

The Martin Company shops are manned with some of the most skilled employees who learned their trades in Cleveland automobile plants.

G. P. ROGERS, MANAGING DIRECTOR OF N. C. L. F. M.

New York, Feb. 2.—Granville P. Rogers has been appointed managing director of the National Council of Lighting Fixture Manufacturers, whose general offices are in Cleveland.

He has been active in trade association work and was formerly sales manager of the general automotive equipment department of Johns Manville, Inc., and previously for several years general sales and advertising manager of the Pyrene Manufacturing Company.



Make it a Point to See the New Rickenbacker

¶ New artistic body designs of unusual beauty with exquisite interior appointments set the smart new Rickenbacker apart as a car distinctly in advance of current practice.

¶ The car you select will have the identical chassis as used by Cannon Ball Baker with which he established so many amazing road records throughout America last year.

¶ You haven't seen the Automobile Show until you've seen the beautiful new Rickenbacker in both Sixes and Eights.

L. MARKLE CO.

2309 South Michigan Ave., Chicago, Ill.

Rickenbacker
A CAR WORTHY OF ITS NAME

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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Recognizing the Dealer

IT was a revolutionary idea that Clarence Dillon of Dillon, Read & Co., financial interests back of Dodge Brothers, recently put forward when he announced that the dealer organization of that great company would shortly be accorded representation on the board of directors.

This idea is novel, but it is entirely logical. The dealer, the man on the firing line, who comes into direct contact with the public that buys the concern's products, should be allowed a voice in the shaping of company plans. He should be allowed this, not only in his own interest, but for the interest of the company itself.

In a great many instances manufacturing concerns have permitted engineering departments to produce a design and build a model without reference to the sales and service departments. Weaknesses in former models have continued to be incorporated in succeeding cars, when a few minutes discussion with sales and service experts would have proved the necessity for change.

No other branch of the organization knows as certainly as does the dealer division the mechanical or esthetic or servicing features of the car that are unpopular with the buying public. These points are the sales resistance that he must spend his working life combating. He can offer suggestions for development in design or merchandising or servicing that may eradicate the weak link in a company's whole chain of operations.

Decidedly, the new Dodge Brothers idea of giving the dealer a voice in shaping the policies of the company has possibilities of remarkable value.

Europe Sharpens Its Wits

NECESSITY is the mother of invention"; an adage as old as the hills, and for once perfectly true. Human demand or need never has failed to produce the thing needed. The reason is obvious. Necessity sets all the best minds of a country wrestling with its problem, and the result usually is a solution.

At the present time necessity is crying her needs up and down the highways and byways of Europe. The war-worn nations need many things, but, above all, they need some short cut back to financial stability. There are any number of inventions that would bring the "brokest of broke" nations back to commercial prosperity, if some genius could but produce them. A formula for a motor fuel cheaper than anything we have dreamed of, and as efficient as present-day fuels, would rehabilitate any nation. A synthetic rubber process that would yield a rubber equal to plantation at a cheaper rate would restore Germany, for instance, to prosperity. Discovery of a new metal, lighter, cheaper than and as strong as steel, would pay back all the war debts of Europe very much more expeditiously than rubber restriction acts.

In all those countries the best minds are working on just such problems as these. Wits sharpened by distress are reaching out to find short cuts to renewed stability. In this country prosperity reigns. Our chemists and inventors lack the stimulus of national distress, and we must be on our guard lest some morning we awake to find that some German, French or British scientist has discovered one of these secrets of the modern alchemists, by means of which his country can force us to pay and pay and pay.

John D. Rockefeller has just presented the American Petroleum Institute with \$500,000 to be used in research work. If this research discovers a method of making more gas to sell to more motorists to bring in more money to the coffers of the oil companies, it will not be such a bad investment.

AUTO DEALER ADVISES MIXING

Vatter Outlines Method For Picking Live Prospects

Frankfort, Ky., Feb. 2.—Discussing the subject "Picking Your Prospect" W. F. Vatter, president of the Vatter Motor Company of this city, says:

"Many methods used in larger cities for the purpose of getting prospects cannot be employed in a district the size of Frankfort. First of all a great number of them are not necessary simply because a merchant or salesman practically knows every citizen, be he banker, doctor, lawyer or business man. The salesman sees or talks to nearly all of them every day and it is by keen business judgment and diplomacy that impresses the prospect and a positive and elegant service to owners which insures satisfaction to the prospective owner that has spelled success for me.

"With these attributes as a foundation, I have associated myself with the various fraternal organizations and became active in city and in community welfare work, being a booster for the Y. M. C. A. and an enthusiastic worker for school athletics, both public and parochial, and am an indefatigable worker for city celebrations. I have done this, not solely for the purpose of getting business, for I get an indescribable pleasure out of it, but the fact that I do gets me in touch with the people I want to meet and do business with.

"I have taken an active interest in the Chamber of Commerce, Frankfort Credit Association Rotary Club, and naturally if there is anything doing in my line I get the tip first.

"I try to keep in touch with the owners whose cars are lost by fire or theft. My eye is always on the man or woman driving the old car, especially those who can afford to buy a new one. This not only sells many cars for me, but helps my accessory business. Few men can tell just how they get business, but I get my share."

Schoolboys Lead Him to Prospects

Cohoes, N. Y., Feb. 2.—John J. Cunningham, salesman of the Cohoes Nash, Inc., has picked many prospective car buyers in the past through leads furnished by schoolboys.

"I am a firm believer that high school boys are a big help to any sales force during their spare time and the successful response to this method in the past has caused my firm to seek twenty-five additional students for this work during the coming winter," he says.

"Leads uncovered by these students are generally followed up by a personal call at the home or office of the prospective buyer, and in this way I have been highly successful in pushing sales. Boys employed in this manner also unearth prospective buyers among their fellow students who furnish many tips."

Mr. Cunningham also believes in keeping in contact with the various social organizations of the town which have frequently in the past furnished him buyers for the higher-priced cars. "Many of the members of these organizations are professional business men," said Mr. Cunningham, "and consequently when buying a car they generally purchase the best."

N. DAKOTA AUTOS YIELD \$1,076,408 IN TAX

Bismarck, N. D., Feb. 2.—On a basis of 144,110 automobile registrations in 1925 the state of North Dakota exacted fees totaling \$1,076,408.20. The percentage of increase over 1924 is 43.8 per cent.

\$250,000 Asked for Bay State Publicity

Boston, Feb. 2 (U. T. P. S.)—Chester L. Campbell, president of the Boston Automobile Dealers' Association and manager of the Boston Automobile show, has just filed a bill in the Legislature, asking an appropriation of \$250,000 for a three-year campaign to advertise the commercial, recreational and industrial resources of the Bay State.

Mr. Campbell points out that the increase of motor cars and the prospects of their continued growth for a long time to come have made very keen competition between states for the tourist trade. He cites the example of Maine and the remarkable results achieved there by a state subsidy for publicity. The automotive industry here is solidly behind Mr. Campbell's bill, for it means increased business, they say.

FORDS FAVORED IN IRELAND

Seek to Reduce License Duties on Cars

Dublin, Feb. 2 (U. T. P. S.)—An influential section in this country, including various public bodies, is supporting an agitation for the reduction of license duties on Ford cars.

If this movement should result in securing the reduction it will mean that Ford will be given a tremendous advantage over competitors on this market. The lower license duty payable on his cars would give a great fillip to his sales, which, comparatively speaking, are already enormous.

The explanation of this proposed preferential treatment for Ford is found in the fact that the cars with which he supplies the Irish market are produced at an Irish plant, and it is hoped by making Ford cars a better proposition for the purchaser to cause increased production. This, in turn, would mean an increase in his Irish factory force with a consequent absorption of a section of unemployed workers.

MARKLEY PRESIDENT OF WASHINGTON A. T. A.

Seattle, Feb. 2.—At the annual meeting of the King County Division, Washington Automotive Trades Association, John Markley, well known repair and garage man, was elected president, to succeed N. W. Hale of Queen City Motor Company, Ajax and Nash distributor. Art Hoge of Hoge Piston and Ring Company was elected vice-president.

State Secretary E. E. Harkins roughly outlined legislative work at the last session, when the motor code, after sailing over comparatively smooth seas, got tangled up in the final hours and failed to reach a vote in the Senate.

MAINE EXPECTS HIGHER REGISTRATION IN 1926

Augusta, Me., Feb. 2 (U. T. P. S.)—Officials estimate that the 1926 registration of automobiles in this state will run from 25,000 to 50,000 more than in 1925.

The compulsory insurance act requiring that motor vehicles carrying passengers for hire file a bond or arrange insurance to cover these passengers in case of suit becomes effective on January 1, 1926, and therefore those applying for registration for such vehicles must provide bond or show insurance policy before receiving registration. The rate is \$500 per passenger carried.

MEALS FOR AUTO WORKERS
Restaurants and cafeterias totaling more than sixty are conducted by General Motors and its various manufacturing divisions and units to supply meals for employees. In the General Motors office building in Detroit, in addition to four dining rooms, the corporation operates a cafeteria that seats 1,000 persons at a time, and it is self-sustaining.

Coming Automotive Events

JANUARY

30-Feb. 6—Washington, D. C. Automobile Show.
30-Feb. 6—San Francisco. Tenth Annual Pacific Automobile Show.
30-Feb. 6—Chicago. Eleventh Annual Automobile Show, Hotel Drake.
30-Feb. 6—Chicago. National Auto Show.

FEBRUARY

2-6—Denver, Col. Denver Automobile Dealers' Association, annual show.
3-6—Atlantic City, N. J. Atlantic City Auto Dealers' Association, annual show.
3-6—Springfield, Ill. Seventh Annual Show.
9—Springfield, Ill. Illinois Automotive Trade Association, annual convention.
6-13—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.
6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwestern Automobile Show.
8-12—Schenectady, N. Y. Annual Automobile Show.
8-13—Toledo, Ohio. Automobile Show.
13-20—Kansas City, Mo. Automobile Show.
15-20—Louisville, Ky. Annual Automobile Show.
15-20—Indianapolis. Spring Automobile Show.
21-28—Omaha. Automobile Show.
20-27—Los Angeles. Automobile Show.
14-20—Des Moines, Iowa. Automobile Show.
20-22—Albany, N. Y. Annual Automobile Show.
24-27—Eugene, Ore. Annual Automobile Show.

Tire Prices Not High If Production Cost Figured

AKRON, O., Feb. 2.—Ever since the grip of the crude rubber situation began to take hold on the tire industry there have been many conflicting ideas in the minds of the tire-buying public.

Up to now there have been few statements of the facts in the situation, nothing showing the profits made by the manufacturer or the difference in profits brought about by the high price of crude rubber.

It is, of course, understood that the figures given in this article, while given by the rubber factory officials themselves, cannot be designated as of the individual companies, but they may be taken as substantially correct and as given by the officials of the different companies who helped to compile them. The figures which follow are the composite of wholesale selling prices, raw material costs of the present in the tire business and manufacturing costs expressed in terms of percentages.

Taking January 1, 1925, as normal and rubber prices of this date as 100 per cent., prices today for crude rubber are 225 per cent. and 149.1 per cent. for eight standard tires. If the manufacturing cost of tires is figured in the same manner it becomes 149.3 per cent., or a difference in the favor of the consumer of two-tenths per cent.

On the other hand, when these figures are expressed in dollars, the cost of manufacturing and selling a 32x4 cord tire of standard make, including its share of depreciation, but not its share of profit to the manufacturer and his Federal tax or the carrying charges on his indebtedness, is slightly under \$21.60. This tire sells on the market for \$23.75.

Inasmuch as these prices are based on the cost of crude rubber at 65 cents (crude rubber has not been available at this price since last summer) or 191 per cent. instead of the market price of 225 per cent., it gives the consumer a further differential of 34 per cent. of the market price of January 1, 1925.

The United States Bureau of Labor considers January 1, 1914, as a normal date, the one of January 1, 1925, not being considered a representative date in a normal period. Accepting the former as correct, it shows that tires now cost but 83.6 per cent. of their normal price, while crude rubber costs 185 per cent. of normal.

Compared with these figures, a survey of 404 basic commodities shows that the general average of prices is 60 per cent. higher than it was at that time.

Crude rubber costs about one-sixth more than in the normal period as given above, yet tires now cost but a little more than half of the average for all commodities in relation to their normal value.

To grasp the significance of these figures one should remember that tire prices on January 1, 1925, were based on crude rubber costing around 20 cents a pound, which was the selling price through the summer of 1924, and not the real cost of rubber as of that date, which was 34 cents a pound. One should also consider that most of the crude rubber going into tires at this time has cost, not around 80 cents a pound—the present market—but from 80 cents to \$1.25.

Another point often heard when this question is discussed, is that

K. C. Truck Men at Firestone Dinner

Kansas City, Feb. 2.—The local branch of the Firestone Rubber Company was host at a dinner Friday night to the truck operators and distributors of Kansas City. G. M. Kryder, Akron, O., general sales manager of the truck and bus tire department of the company, was the principal speaker.

An increase in the demand for rubber, which exceeds the increase in the supply of the raw product, was given by Mr. Kryder as the main cause of the increased prices on tires. The use of rubber in truck and bus tires, Mr. Kryder declared, was the principal cause of the increased demand.

Other speakers at the dinner included E. C. Leach and R. W. English of the bus and truck tire department of the company; J. F. Ward, manager of the Kansas City branch, was toastmaster. The dinner followed a day of conferences between executives from the Akron offices and executives of the local branch.

WESTERN AUTO SUPPLY OPENS MORE STORES

Oklahoma City, Okla., Feb. 2.—The newest branch of the Western Automobile Supply Company was opened this week at 315 North Broadway.

The Oklahoma City branch is the twenty-second store in a chain operated by the company.

The new company will occupy the Stapleton Building, consisting of about 14,000 square feet of floor space, and will feature the cafeteria-bin display system, where the stock is displayed in open bins to allow inspection by prospective customers.

Kansas City, Feb. 2.—The Western Auto Supply Company announces that the company's twenty-third store will be opened in Philadelphia shortly. The company is negotiating for a lease in Columbus, O., where a store probably will be opened in the spring. The Philadelphia store will operate as a mail order store.

The stock market prices of rubber company stocks show a rather large profit for the industry during the past year, but in refutation of this the following figures, compiled from Bradstreet's, are given:

Five rubber companies' securities showed an average gain of 17.61 points in 1925, against nine motor accessories during the same year which showed average gains of 25.04 points; against five tobacco companies and ten public utilities which showed gains of 17.01 and 16.03 points respectively, and against ten New York banks and trust companies which showed average gains of 174.90 points.

McCLAREN RUBBER CO. TO INCREASE ITS OUTPUT

Charlotte, N. C., Feb. 2.—The McLaren Rubber Company, here, will soon announce its plans for additional improvement at its factory, so as to increase its yearly output by 50 per cent.

The improvements contemplated will not include the construction of additional buildings, but a rearrangement of the present plant and the moving of the warehouse from the first floor to a bonded warehouse.

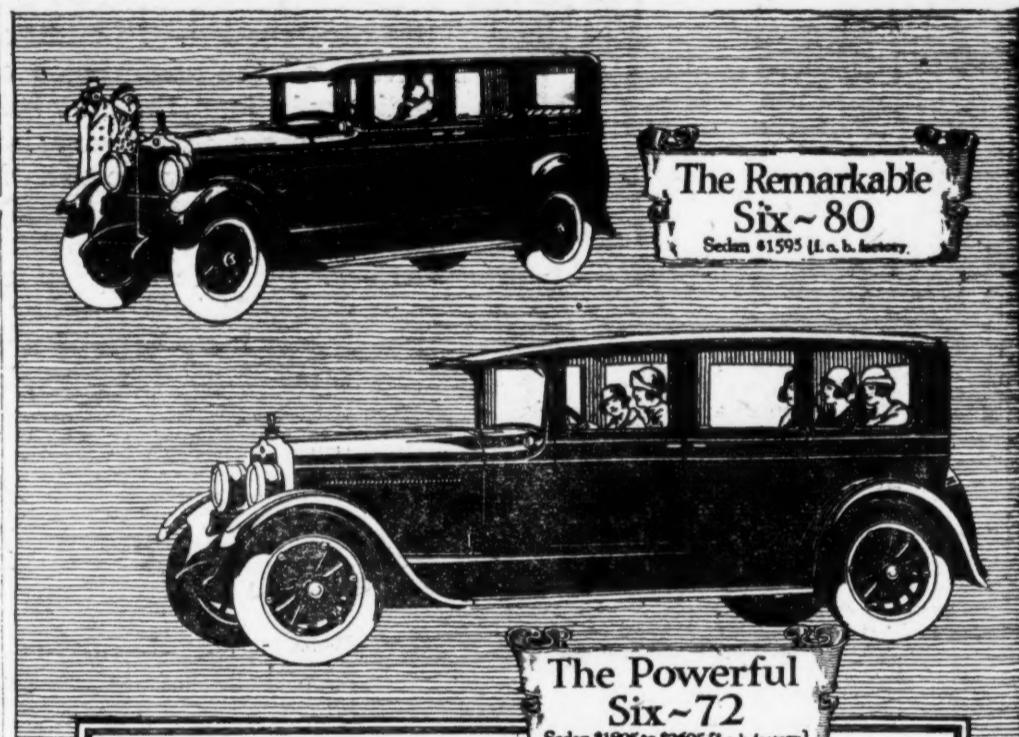
The additional space given by the removal of the warehouse will be used in the manufacture of tires, giving the plant considerably more space devoted to the manufacture of its product.

Publicity Campaign Aids Tire Men

OKLAHOMA CITY, OKLA., Feb. 2.—Newspaper publicity has been given Oklahoma City tire dealers in a campaign to educate the public on the proper care of tires, in conjunction with current high prices. Tables showing the proper inflation for different size tires and the care of both cord and balloon tires have been printed, and appeals urging patrons to stop at filling stations and have their casings tested frequently have been features of the publicity.

DEALER SPECIALIZES IN TIME PAYMENT PLAN

Columbus, Feb. 2.—The Meisel Tire Company, originators of the idea of selling quality tires upon the "pay as you drive" plan which they put into force in Cedar Rapids, Ia., about five years ago, and who now operate upon this basis in several of the principal cities, have just opened a store here. In Columbus, as in all the Meisel stores, Goodrich tires are sold exclusively and Goodrich Shertowns are featured. N. H. Kassal is manager of the Columbus store.



-a PEERLESS for everyone

THREE beautiful, dependable models make the Peerless line complete. Each is a real Peerless. Each is a remarkable car value. Each is vibrationless.

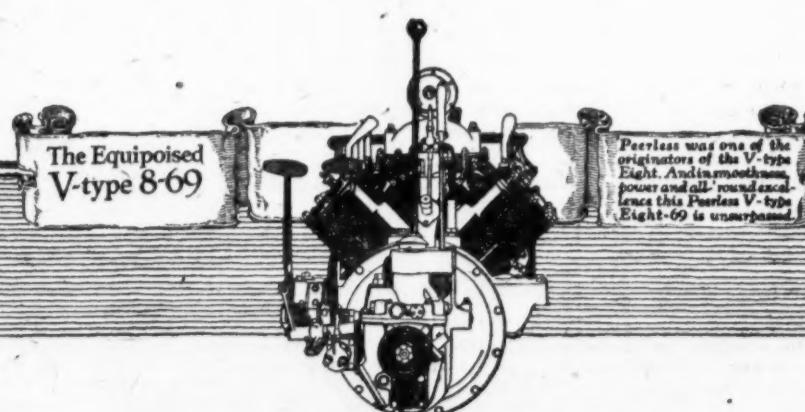
If you want a compact but roomy six cylinder car of wonderful driving qualities, at an unprecedented price, there's the new Peerless Six-80.

If you prefer a larger six—one with smooth flowing power in abundance to meet the most extraordinary demands—the Peerless Six-72 is the car for you. Its

owners call it the "best six cylinder automobile in the world." If the advantage of the 90° V-type 8-cylinder motor have long appealed to you, you will want the new Peerless Eight-69. In distinction and in sheer luxury of motoring this car is unsurpassed.

Any one of these three fine cars will give you everything you desire in an automobile—beauty, quality, comfort, power and the right price. The Peerless dealer will gladly let you try the model that interests you most. Phone him.

PEERLESS MOTOR CAR CORPORATION, CLEVELAND, OHIO
Peerless has ALWAYS been a good car



Peerless was one of the originators of the V-type Eight. And its smoothness, power and all-round excellence this Peerless V-type Eight-69 is unsurpassed.

HOTEL WALTON

104 WEST 70 ST.

NEW YORK

A HIGH CLASS HOTEL NEAR CENTRAL PARK AND CONVENIENT TO SHOPPING AND AMUSEMENT CENTERS

PRICES RANGING FROM \$15 TO \$1750 WEEKLY WITH THE USE OF BATH; \$35 TO \$42 WEEKLY SITTING ROOM BEDROOM AND BATH

THE ROSE ROOM IS AVAILABLE FOR SOCIAL FUNCTIONS OR BUSINESS CONFERENCES

The Properly Designed Balloon At Last!



Write us today for our booklet "The Innovation of 1926" containing complete information in detail of the Hewitt Flat Tread Tire.

HEWITT

PALMER
PATENT

FLAT TREAD BALLOON TIRES

The Hewitt Flat Tread Balloon Tire (Palmer Patent) is a new and outstanding development in tire construction. In addition to having all the advantages of an ordinary balloon, this new balloon tire embraces three very important factors conducive to satisfactory tire performance. Easier Steering—Natural Road Contact—Even Wear. In addition to this increased efficiency, other improvements have been of natural

consequence. Cupping or angular wear is practically eliminated, road shocks reduced to a minimum and tread wear greatly improved.

CONSTRUCTION: The Hewitt Flat Tread Tire is not merely flat at the tread but molded in this manner from the first inner ply throughout its complete fabrication. These many distinctive features will increase the sales of the enterprising tire dealer.



HEWITT RUBBER COMPANY

BUFFALO, N. Y.

Manufacturers of Automobile Tires, Tubes and Mechanical Rubber Goods

ACCESSORY SALES REPORTED BRISK

Canton and Topeka Find Business Improving

Canton, O., Feb. 2.—A brisk demand for accessories is reported by the larger retail accessory stores in the Canton district. Sales have been stimulated the past week by the coldest weather and the heaviest snows in the past five years.

Winter accessories have been moving better than in the recent weeks and improvement in new car sales the past few days has reflected in accessory sales already, dealers said this week.

Greatest demand is reported for chains, both steel and rubber chains, windshield wipers of the automatic type, the new electric horns, and heaters for the smaller cars. There has been little interest in tire sales in accessory stores, it was learned.

Wholesalers report a heavy demand the past two weeks for hood covers, blankets and anti-freeze liquids.

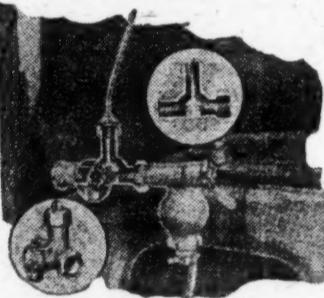
TOPEKA, KAN.

Topeka, Kan., Feb. 2.—A healthy volume of accessory sales is reported by the wholesalers and jobbers in this territory. They also report an unusually prosperous credit condition, many of the retailers and garage customers discounting their bills, which coming so soon after the annual inventory and tax season, is quite out of the ordinary.

"The business is not heavier than this time of the season last year," said Paul Kinkle, manager of the accessory department of the W. A. L. Thompson Hardware Company. "However, the steady volume and

New Accessories

GASOLINE RESERVE VALVE



The Cooper Manufacturing Company, Marshalltown, Ia., is marketing its new gasoline reserve valve for use with new model Ford cars with gas tank under cowl.

In principle the device is a two-way valve which automatically shuts off the gas line, when the level of the fuel in the gas tank drops below one gallon, thus acting as a warning when the supply of gas runs low. When the motorist believes he has run out of gas he may turn the knob or handle of valve and proceed to the next filling station on the remaining fuel.

Installation is said to be simple.

CLOSING OUT STOCK

Oakland, Cal., Feb. 2.—The W. P. Williams Auto Supply Company, an old established firm here, is closing out its stock of equipment preparatory to retiring from the field.

demand for all classes of accessories presages an unusually heavy spring trade."

"This is not the season of the year for anything but the staples, but the demand for that class of goods is about the best we have ever seen it at this time of the year," said Frank Southwick of the Southwick Auto Supply Company.

Babcock Urges Home Patronage

Minneapolis, Feb. 2.—R. S. Babcock, president of the Standard Spring Company which manufactures and distributes automobile springs in six states and Canada is a strong exponent of home trade.

"Every dollar spent for a product not manufactured locally when a product of equal merit made here could be purchased, is just so much money spent to help some other city to grow and expand," he states. "Every one from the humblest buyer to the largest corporation can by giving this a little thought, very definitely improve his own situation and that of those around him."

Mr. Babcock believes that real substantial prosperity can not come if a community does not have the manufacturing elements in it. He does not believe that a city whose main business is that of wholesaling and jobbing can be entirely successful.

TIRE CO. AT LOS ANGELES LEASES NEW BUILDING

Los Angeles, Cal., Feb. 2.—The Bershon Tire Company has taken a lease on a new building now being erected here, according to N. Bershon. The new store will have 3,000 square feet of floor space, with a forty-foot frontage, and will occupy one unit of the super-service station being erected by E. F. Bogardus, which will cover a full block. The Bershon Tire Company will carry a complete line of Victor and Springfield tires. A repair department will be maintained in the new branch.

The Standard Tires Credit Company will occupy rooms adjacent to the Bershon Tire Company and will also sell Victor and Springfield tires.

WITH THE TRADE

BACK FROM TOUR

Rochester, Feb. 2.—Dale P. Cartwright who sailed in January, 1925, on a year's tour through Europe and the Orient in the interests of the North East Electric Company and the North East Service, Inc., has just returned to the home office in Rochester. Among the North East branches visited by Mr. Cartwright were those in London, and Paris. He then traveled through Egypt, Palestine, India, Syria, Straits Settlements, French Indo-China, Dutch East Indies, Australia, New Zealand, Philippines, China and Japan, returning via Honolulu and San Francisco.

STORES MERGE

Philadelphia, Feb. 2.—The P. D. G. Company and J. J. O'Reilly & Son have merged and now compose one of the largest replacement parts stores in Philadelphia.

IN BANKRUPTCY

New Haven, Conn., Feb. 2.—John T. Crosby, New Britain accessory dealer, today filed a petition in bankruptcy in the United States Court here. His liabilities were listed at \$2,194.84 and his assets as \$85.13.

LARGE SHIPMENT

Spartanburg, S. C., Feb. 2.—Probably the largest single shipment of automobile parts ever received in Spartanburg was unloaded last week by Ernest Burwell, local Ford dealer. This shipment consisted of two solid carloads of Ford parts.

DAHLSTROM HONORED

Seattle, Feb. 2.—Henry Dahlstrom, former state president of the Independent Gas Station Owners Association of Washington, is back in Seattle, from the coast convention of gas and oil men. He was honored at the Los Angeles convention by being elected coast president.

Coons-Abingdon Companies Merge

Abingdon, Ill., Feb. 2.—The Coons Manufacturing Company of this city has absorbed the Abingdon Manufacturing Company, the date for the consolidation, being fixed for February 9, and will occupy the latter plant owing to its larger size. The Coons company manufactures rustic furniture, while the Abingdon company has been producing bodies for motor trucks. Under the amalgamation, the two lines will be continued. C. A. Babb will be in charge of the truck body department, while G. K. Slough will look after the furniture output.

SEATTLE MAN COMPARES TIRE COST AND MILEAGE

Seattle, Feb. 2.—John L. Maeker, president of Seattle Tire Company, service dealer here for the Firestone Tire and Rubber Company, stated that tire prices today, when based on mileage service, are cheaper than they have ever been, regardless of the high price of rubber.

In 1914 he paid \$85 each for 36x5 cord tires which ran about 3,200 miles—a long record in those days. The cost was therefore 2.55 cents per mile, while today that same tire costs in the neighborhood of \$47 and will run more than 20,000 miles, thus giving many times the mileage and reducing tire upkeep cost materially.

In 1920 he dealt in crude rubber on the exchange in New York. During the entire year smoke-ribbed sheets never sold above 6 cents per pound and yet tire prices were 20 per cent. higher than now.

Dealer Activities

VETERAN DEALERS TO SELL NASH CARS IN OLYMPIA

Olympia, Wash., Feb. 2.—Incorporation of the Briffett-Nash Company, to engage in the distribution of Nash automobiles here, has just been announced by George F. Briffett and George H. Garrison. Mr. Briffett entered the automobile business here in 1921; Mr. Garrison in 1905.

WILL HANDLE PONTIAC IN LOCKPORT, N. Y.

Lockport, N. Y., Feb. 2.—The Weaver Sales Company, 51 Pine St., James A. Weaver, proprietor, has just been designated as local dealer for the new General Motors car, the Pontiac.

GETS SEATTLE FRANCHISE FOR PEERLESS CARS

Seattle, Feb. 2.—C. A. Little has just obtained representation for Peerless cars in this territory and expects to occupy quarters on East Pike within two weeks.

JORDAN DEALERSHIP FOR PORTSMOUTH, O.

Portsmouth, O., Feb. 2.—Gus Brunner, automobile mechanic, has just accepted the dealership for the Jordan car here.

HUDSON-ESSEX DEALER OPENS NEW BUILDING

Canton, O., Feb. 2.—Formal opening of the new Rogers Motor Sales Company garage at 2112 Tuscarawas St., W., Hudson-Essex dealer, was held Saturday. The new building is 50 by 200 feet. Immediately back of the salesroom are the offices of the company. The rear is given over to service and storage. J. Herbert Rogers is

Fire Losses

FIRE IN TORONTO

Toronto, Feb. 2 (U. T. P. S.)—Fire at the premises of the Grey-Nash Motors, Ltd., 545 Yonge St., caused damages totalling some \$10,000, a loss of \$3,000 to the contents and \$2,000 to the building. Several motor cars stored in the premises were destroyed.

DEALER LOSES \$1,500

Fort Wayne, Ind., Jan. 30.—The Leder Auto Company suffered a \$0 loss from a fire in the rear room, which damaged three automobiles, two of them owned by the company.

\$8,000 OIL CO. BLAZE

Rockford, Ill., Feb. 2.—Fire gutted the compounding warehouse and store shed at the plant of the Smith Oil and Refining Company here, with loss estimated at \$8,000. This is covered by insurance.

GARAGE DAMAGE \$5,000

Dilworth, Minn., Feb. 2.—Fire totally destroyed the Dilworth Garage. William Olson, owner, estimated the loss at about \$5,000, partially covered by insurance.

president and general manager of the company.

HUDSON DEALER HOLDS SUCCESSFUL SHOW

Cedar Rapids, Ia., Feb. 2.—George Kraft of the Hudson-Essex Sales Company reports that his show in the sales rooms last week was a success. On one day four cars were delivered out of the display rooms, and every day saw one or more sales resulting. The entire storage floor and the repair shop were decorated. All models were shown.

OPENS STUDEBAKER

DEALERSHIP IN HOPE, ARK.

Hope, Ark., Feb. 2.—F. L. Wood has just opened a Studebaker dealership on South Walnut Street. He has been in the automobile business at this place for several years.

USED CAR BRANCH FOR ST. LOUIS DEALER

St. Louis, Feb. 2.—Entertainment featured the opening here of the new used car branch of the Hudson-Frampton Motor Company, Hudson and Essex dealer. The building is on a lot 100x320 feet. F. C. Frampton, president of the company, aided the architect in designing the structure. Frank J. Prendergast, used car manager, will be in charge of the branch.

Improvements

A \$200,000 BUICK HOME

Oklahoma City, Okla., Feb. 2.—Work has just been started on the new Buick Building at 10th Street and Broadway, which is expected to be completed this summer at a cost of \$200,000. The building will cover about one-fourth of a block and will be four stories high. It will be used by the Buick Company as headquarters for the state distribution system, according to S. S. Lindsay.

IN NEW QUARTERS

Clinton, Ill., Feb. 2.—The Clinton Nash Motor Company, owned by Virgil Kemp and Virgil Mileham, formerly located at 215 North Quincy St., has just moved to 214-216 North Central St., into the building formerly occupied by the Langeler Motor Company.

\$30,000 FORD HOME

Baton Rouge, La., Feb. 2.—Construction has just been started on a \$30,000 home for the Davis Motor Company, Ford dealer, at the corner of Scott and North St.

OPENS NEW HOME

Seattle, Feb. 2.—The new home of the Stebeck Auto Sales Company, Bremerton, has just been opened. The company handles Studebaker and Chevrolet cars.

BUILDING COMPLETED

Decatur, Ill., Feb. 2.—Amos Wheeler, dealer for Star, Flint, Moon and Diana cars here, has moved into his new building, just completed, at 317 West Wood St.

New England Tire and Rubber's Status Told

Holyoke, Mass., Feb. 2.—The figures regarding the financial condition of the New England Tire and Rubber Company, now in bankruptcy, were made public by Referee Walter L. Stevens. The total liabilities are set at \$541,838.44, consisting of the following items: Unpaid taxes and assignee's account, including taxes of city of Holyoke of \$14,000, \$33,807.09; priority claims, including mortgages, bondholders and gold note holders, \$454,360.35; trade creditors and notes payable, \$28,755.88. The assets are given as \$361,876.79, which consists of buildings and real estate, subject to mortgages in secured claims, \$239,190, and book accounts taken as they stand, without allowance for any bad accounts or adjustments. \$96,986.79.

Personal Paragraphs

STANTON IN LONGVIEW

Olympia, Wash., Feb. 2.—L. A. Stanton has just been made manager of the Longview branch of the Green-Porter-Nash Corporation, Longview Nash and Ajax dealer. Mr. Stanton has moved his family to Longview from Denver, Col., where he was engaged in the sales and servicing of Nash cars for nearly seven years.

SHEFFIELD SALES HEAD

Oklahoma City, Feb. 2.—J. A. Sheffield has just been appointed retail sales manager of the Paige Motor Company, distributor for Paige and Jewett cars, according to T. K. McCune, manager. Mr. Sheffield has been a member of the retail sales force of the company for the last five years.

DE LONGY PROMOTED

Phoenix, Ariz., Feb. 2 (U. T. P. S.)—P. W. De Longy, salesman, has just been made manager of the used car department of the Reo Motor Car Company here.

SMITH IN NEW POST

Raleigh, N. C., Feb. 2.—Roy Smith, who has been with the Carolina Cadillac Company for eleven years, for the past two years as manager of its Durham, N. C., branch, has resigned and accepted a position with the Taylor Buick Company in Raleigh, it is announced by Claud D. Taylor, proprietor.

THOMPSON IN EUGENE

Eugene, Ore., Feb. 2.—Jack Thompson, formerly of the Durant factory at Oakland, Cal., has assumed the position of general sales and promotion manager for the Lane Auto Company, local Star dealer.

WARREN BRANCH HEAD

Oakland, Cal., Feb. 2.—C. G. Warren, for several years a member of the local Willys-Overland organization, has just been named manager of the Bell and Boyd Willys-Overland branch store on San Pablo Avenue here.

NEW INCORPORATIONS

NEW YORK STATE

Albany, N. Y., Feb. 2.—Incorporations of automotive firms just announced by the secretary of state are:

Glen Cove and New York Coach Corporation, Glen Cove, \$50,000; to operate a stage or omnibus route; Carl A. and Marie T. Becker, 17 Donahue St., Glen Cove, and John M. Morris, West Orange, N. J.

Nash-Ridgewood, Inc., Queens county, \$25,000; automobile dealer; Henry F. and Edward R. Homyer, 119 Union Turnpike, Kew Gardens, and Joseph H. Gogerty, 64 Admiral St., Middle Village.

Hanley Auto Service Corporation, Manhattan, \$25,000; gasoline, supply and service station; Thomas J. John J. and William F. Hanley, 317 East 53d St., New York city.

Solon Taxi Corporation, Manhattan, \$10,000; public taxicab business; John Novak, 745 St. Nicholas Ave.; Jacob Jones and Lawrence Wleczorek.

New York Stutz Company, Inc., Manhattan, \$10,000; to deal in motor vehicles; Willard A. Mitchell, Anthony F. Cassidy and Gordon Peach, all of 141 Broadway, New York city.

Quick Seat Products, Inc., Mount Vernon, \$25,000; to manufacture oils, automotive chemicals, etc.; John J. Bradley and Elizabeth A. Bradley, 241 Pennsylvania Ave., Mount Vernon, and L. Lloyd Dinn, 305 Fuller Terrace, Orange, N. J.

Merrick Road Motor Mart, Inc., Manhattan, \$10,000; to deal in motors, engines, auto, leather, linen, hardware, tires and conduct service station and garage; Herbert S. Duncombe, 87 West 54th St.; Herbert S. Duncombe, Jr., and Margaret Hale.

Putnam-Rawlins-Farhart Garage, Inc., Groversville, \$150,000; garage and automobile dealership; M. G. Farhart, 6 Union St.; C. William Rawlins and C. W. McCabe.

Wheeler Oil Gas Producer, Inc., New York city, \$500,000; to manufacture internal combustion engines, etc.; Bertram L. Fischer, Frederick W. Barker and Erma H. Oseland, 2 Rector St., New York.

Taylor Traffic Engineering Corporation, Manhattan, \$2,500 shares preferred, \$100 par value, and 1,500 shares common stock, no par value; to manufacture machinery, electrical devices and automobiles; Harry Wolfe, W. J. My... H. G. Johnson, 18 East 40th St., New York.

Lightning Cabs, Inc., Brooklyn, \$10,000; to deal in autos and garage business; Lloyd Brown, 413 West Thomas St., Ross, William J. Dehner and James E. Griffin.

Nash-Rome Motors, Inc., Rome, \$25,000; to deal in autos and garage business; Lloyd Brown, 413 West Thomas St., Ross, William J. Dehner and James E. Griffin.

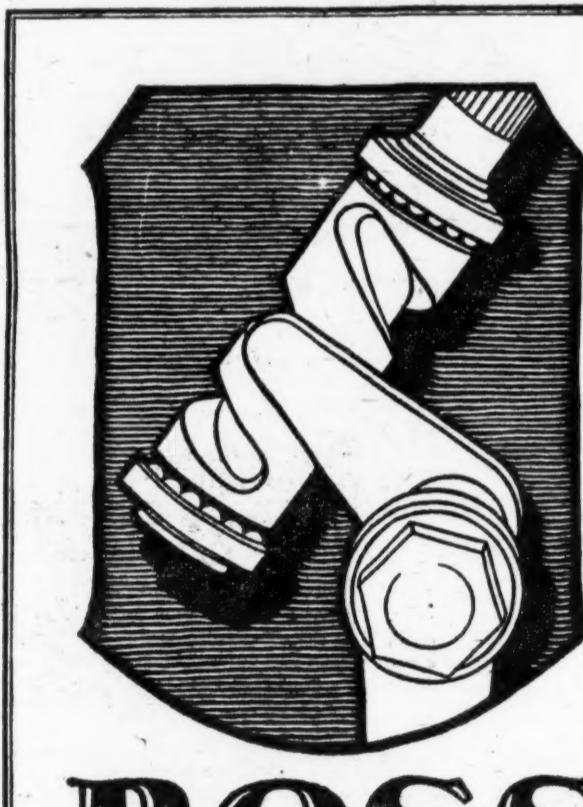
Lightning Cabs, Inc., Brooklyn, \$10,000; automobiles; George A. Osterren, Carl A. Kahn and Alfred F. Clifford, 215 Montague St., Brooklyn.

Gillespie Motor Sales, Inc., Queens Borough, \$500 shares, \$100 par value, preferred stock and 200 shares, no par value, common stock; H. S. Gillespie, Stuart Court, F. W. Gillespie, James S. Darcy and M. D. Kennedy.

Confidence in their dependability and performance is the answer to the great popularity of Red Seal Continental Motors among motor car users.

Continental Motors Corporation

Offices: Detroit, Mich., U. S. A. Factories: Detroit and Muskegon
The Largest Exclusive Motor Manufacturer in the World



ROSS

CAM and LEVER

STEERING GEARS

are standard equipment on more makes of cars, buses and trucks than any other gear . . . and every month brings new customers. The world demands easier steering and less road shock. Ross supplies it.

Ross Gear & Tool Co., Lafayette, Ind.

[Coliseum ~ Space 91]

THE LIFE OF REILLY

If the famous "Life of Reilly" were put on paper, the motor car would be found to play a most important role in the dramatic narrative of that gentleman's existence.

For Mr. Reilly is the average man with the average income—and there are millions of him.

You've got to reckon with him in your 1926 sales plans. You must advertise in the magazines he reads, and talk to him in a language he understands.

More than 2,000,000 Reilly families pay more than half a million dollars a month for TRUE STORY at twenty-five cents a copy—the Reillys, one and all, old and young, are TRUE STORY fans.

The next time you make up your list, remember that every motor car that passes Forty-sixth Street and Madison Avenue does not draw up at the Ritz.

True Story
"The Necessary Two Million +"
Greatest Coverage—Lowest Cost

Financial News of the Automotive Industry

TRADING BEGINS IN FUTURES ON RUBBER EXCHANGE

NEW YORK, Feb. 2.—Trading began today in rubber futures on the Cocoa and Rubber Exchange of America, Inc., under rules especially prepared for the rubber division of the dual organization. It was stated that the high deductions designated for variations from standard grades and qualities were for the purpose of discouraging hedging.

The following provisions are contained in the regulations of the new body:

All contracts for future delivery of rubber shall be for 11,200 pounds, each and multiples thereof.

The standard grades and qualities of rubber shall embrace:

Standard ribbed smoked sheets.

First latex crepe.

The following additions to, or deductions from contract price shall apply for variations in grade and quality from the standard grades and qualities; fractional parts of such additions or deductions shall be assessed by graders where grade and quality fall between two specified grades and qualities.

Addition of Pale Crepe $\frac{1}{4}$ cent per lb.

Deduction of No. 1 or High good fac ribbed smoked sheets $\frac{1}{4}$ cent per lb.

No. 1 off Latex $\frac{1}{4}$ cent per lb.

No. 2 or Good fac ribbed smoked sheets $\frac{1}{4}$ cent per lb.

No. 2 off Latex $\frac{1}{4}$ cent per lb.

No. 3 Fac ribbed smoked sheets $\frac{1}{4}$ cent per lb.

Mottled Crepe $\frac{1}{4}$ cent per lb.

Low Fac ribbed smoked sheets $\frac{1}{4}$ cent per lb.

No. 1 Plain Sheets $\frac{1}{4}$ cent per lb.

No. 2 Plain Sheets $\frac{1}{4}$ cent per lb.

Clean thin light brown crepe $\frac{1}{4}$ cent per lb.

Clean thin medium brown crepe $\frac{1}{4}$ cent per lb.

Clean thin dark brown crepe $\frac{1}{4}$ cent per lb.

Commercially clean brown crepe $\frac{1}{4}$ cent per lb.

Specky brown crepe $\frac{1}{4}$ cent per lb.

No. 1 blanket Crepe $\frac{1}{4}$ cent per lb.

No. 2 blanket Crepe $\frac{1}{4}$ cent per lb.

Rolled brown No. 1 $\frac{1}{4}$ cent per lb.

Rolled brown No. 2 $\frac{1}{4}$ cent per lb.

Exchange hours shall be from 10 a. m. to 3 p. m., except on Saturday days throughout the year, on which days the hours shall be from 10 a. m. to 12.15 p. m.

Trading differences shall be in cents and decimal fractions of a cent, and no transactions in contracts shall be permitted wherein the difference in price shall consist of a smaller fraction than one-hundredth of a cent per pound for each pound of rubber represented by such contract or contracts. One cent representing \$1.12 on each contract of 11,200 pounds.

The call for rubber shall be by months, beginning with the current month, and continue through fifteen months, so far as there is a desire to trade; then by spreads of three months, as follows:

January, February, March.

April, May, June.

July, August, September.

October, November, December.

And then by spreads of six months, as follows:

January, February, March, April, May, June.

April, May, June, July, August, September.

July, August, September, October, November, December.

October, November, December.

January, February, March.

When business ceases in the first month of a spread the next ensuing spread shall be the first to be used.

ATLANTIC HOOD RUBBER PLAN

BOSTON, Feb. 2.—Stockholders of the Hood Rubber Company have approved the reclassification of the 7 per cent. preferred stock as 7 1/2 per cent. preferred stock. The right to exchange the present 7 per cent. preferred for the new 7 1/2 per cent. preference expires on March 1.

RANGE OF AUTO MOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous. 1926	High	Low	Div.	Sales	High	Low	Close	Change
18 1/2	16	16	3	Advance Rumely	1,400	18 1/2	18	18
63 1/2	55 1/2	53	3	Advance Rumely pf.	300	62 1/2	62 1/2	—
11 1/2	9 1/2	—	—	Ajax Rubber	3,400	11	10 1/2	+ 1/2
94 1/2	90	6	—	Allis-Chalmers	1,100	91 1/2	90 1/2	+ 1/2
24 1/2	28 1/2	—	—	Am. Bosch Magneto	800	30 1/2	30	—
15 1/2	13 1/2	1	—	Am.-La France	2,300	12 1/2	12 1/2	+ 1/2
37 1/2	33 1/2	3	—	Briggs Mfg. Co.	1,300	24 1/2	24	—
49	45 1/2	3	—	Chandler Motor	400	45 1/2	45 1/2	+ 1/2
54 1/2	46 1/2	—	—	Chrysler Corp.	12,900	49 1/2	48 1/2	+ 1/2
108	104 1/2	8	—	Chrysler Corp. pf.	2,300	106	104 1/2	+ 1/2
13	11 1/2	.50	—	Continental Motors	2,700	12 1/2	12 1/2	+ 1/2
47 1/2	41 1/2	—	—	Dodge Bros.	6,800	42 1/2	43 1/2	+ 1/2
88 1/2	85 1/2	7	—	Dodge Bros. pf.	1,800	85 1/2	85 1/2	+ 1/2
30	26 1/2	8	—	Eaton Axle & Spring	17,000	30 1/2	29 1/2	+ 1/2
82	76 1/2	6	6.50	Electric Auto-Lite	5,500	80	80	+ 1/2
75 1/2	72	6	—	Electric Motor. Battery	500	75 1/2	74 1/2	+ 1/2
4	2 1/2	—	—	Emerson-Brant	500	4	4	—
24 1/2	18 1/2	—	—	Emerson-Brant pf.	200	23 1/2	22 1/2	+ 1/2
105 1/2	92 1/2	5	—	Fisher Body	2,200	100	98 1/2	+ 1/2
26 1/2	23	—	—	Fisk Rubber	2,400	24 1/2	24	+ 1/2
115	111 1/2	7	—	Fisk Rubber 1st pf.	100	112 1/2	112 1/2	+ 1/2
41 1/2	37 1/2	3 1/2	—	Gashen Snubber A.	7,200	40 1/2	39 1/2	+ 1/2
129 1/2	115 1/2	12	—	General Motors	107,400	129 1/2	127 1/2	+ 1/2
67 1/2	60 1/2	4	—	Glidden Co.	1,600	24 1/2	24	+ 1/2
105	103 1/2	5	—	Goodrich Co.	5,700	67 1/2	66 1/2	+ 1/2
46 1/2	42 1/2	3 1/2	—	Goodyear T. & R. pf.	400	104 1/2	103 1/2	+ 1/2
123 1/2	106 1/2	3	—	Hayes Wheel	400	44	43 1/2	+ 1/2
28 1/2	24 1/2	1	—	Hudson Motor Corp.	40,100	113 1/2	111	—
23 1/2	18	.50	—	Hupp Motor Car x d.	3,400	23 1/2	25	—
60	46 1/2	3	—	Indian Motorcycle	600	23 1/2	23	—
14	12 1/2	—	—	Jordan Motor Car	15,700	60 1/2	58 1/2	+ 1/2
158	135 1/2	6	—	Lee Rubber & Tire	200	12 1/2	12 1/2	+ 1/2
27 1/2	21 1/2	2	—	Mack Trucks	1,900	141 1/2	139 1/2	+ 1/2
44 1/2	40 1/2	3 1/2	—	Moen Motors	7,200	34 1/2	33 1/2	+ 1/2
27 1/2	23 1/2	2	—	Motometer A	3,300	42 1/2	41 1/2	+ 1/2
54 1/2	50 1/2	2	—	Motor Wheel Corp.	1,200	32 1/2	31 1/2	+ 1/2
188 1/2	94	—	—	Mullins Body	2,800	19 1/2	19 1/2	+ 1/2
54 1/2	46 1/2	—	—	Murphy Body	2,000	17 1/2	17 1/2	+ 1/2
15 1/2	14	1.60	—	Myers Motor	1,000	54 1/2	54 1/2	+ 1/2
42 1/2	38	—	—	Norwalk T. & R.	100	14	14	—
28 1/2	24 1/2	1.80	—	Packard Motor Car	2,900	40 1/2	40	—
42 1/2	35 1/2	—	—	Paine-Detroit Motor	1,000	25	25	—
108 1/2	94	—	—	Pierce-Arrow	17,300	28 1/2	28 1/2	+ 1/2
92 1/2	82 1/2	—	—	Pierce-Arrow pf.	400	105	104	—
59 1/2	55 1/2	6	—	Preston-Warner Speed	1,500	85 1/2	84	—
121	120	7	—	Studebaker Co.	15,500	59 1/2	58 1/2	+ 1/2
56 1/2	52 1/2	4	—	Studebaker Co.	200	121	121	+ 1/2
88 1/2	78 1/2	—	—	Timken Roller Bear.	600	54 1/2	54 1/2	+ 1/2
109	106 1/2	8	—	U. S. Rubber	15,100	85 1/2	82 1/2	+ 1/2
86 1/2	78 1/2	4	—	U. S. Rubber 1st pf.	100	107 1/2	107 1/2	+ 1/2
34	28 1/2	—	—	White Motors	2,100	82 1/2	80 1/2	+ 1/2
96 1/2	91 1/2	7	—	Willys-Overland pf.	1,500	95 1/2	95 1/2	+ 1/2
32 1/2	28 1/2	.75	—	Yellow C. & T. B.	5,700	31	29 1/2	+ 1/2
96 1/2	93 1/2	1.75	—	Yellow C. & T. B. pf.	200	93 1/2	93 1/2	+ 1/2

NEW YORK CURB MARKET								
Sales.	High	Low	Last. chg.	50	Reo Motors	24	24	24
11,000	39 1/2	38	—	925	Stew. Warner	85 1/2	84 1/2	84 1/2
Reo Motor	24	23 1/2	—	600	Yellow Tr. B.	31	29 1/2	30
18,000	Ricken Mo.	7 1/2	7 1/2	450	Yellow Taxi.	48	48	48
2,000	Spittdrf B.	29 1/2	29 1/2	200	C. G. Spring.	11 1/2	11 1/2	11 1/2
31,000	Studeb. Mot.	32 1/2	32 1/2	200	Time Det. Ax.	10 1/2	10 1/2	10 1/2
2,000	Timke. Det. Ax.	10 1/2	10 1/2	200	Auburn	58	58	58
100	Auburn Auto	58	58	100	Chand. Cleve.	25 1/2	25 1/2	25 1/2
100	Chand. Cleve.	45	45	100				



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